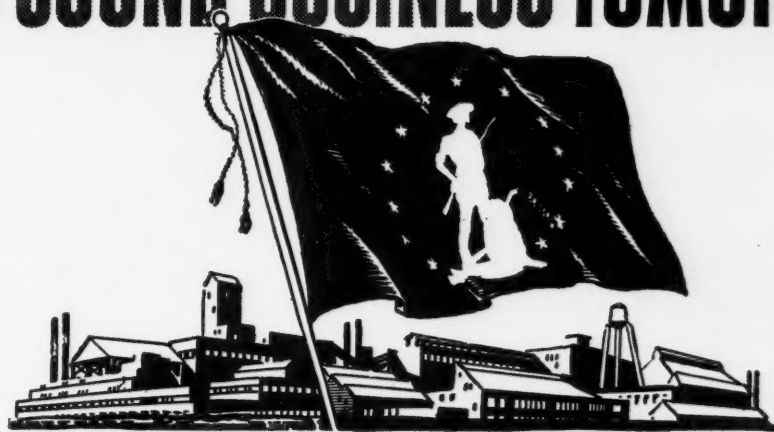


# *The* NATIONAL UNDERWRITER

*Life Insurance Edition*

## FOR VICTORY TODAY AND SOUND BUSINESS TOMORROW



### ***Get This Flag Flying Now!***

This War Savings Flag which flies today over companies, large and small, all across the land means *business*. It means, first, that 10% of the company's gross pay roll is being invested in War Bonds by the workers voluntarily.

It also means that the employees of all these companies are doing their part for Victory . . . by helping to buy the guns, tanks, and planes that America and her allies *must* have to win.

It means that billions of dollars are being diverted from "bidding" for the constantly shrinking stock of goods available, thus putting a brake on inflation. And it means that billions of dollars will be held in readiness for post-war readjustment.

Think what 10% of the national income, saved in War Bonds now, month after month, can buy when the war ends!

For Victory today . . . and prosperity *tomorrow*, keep the War Bond Pay-roll Savings Plan rolling in *your* firm. Get that flag flying now! Your State War Savings Staff Administrator will gladly explain how you may do so.

If your firm has not already installed the Pay-roll Savings Plan, *now is the time to do so*. For full details, plus samples of result-getting literature and promotional helps, write or wire: War Savings Staff, Section F, Treasury Department, 709 Twelfth Street NW., Washington, D. C.



Save With

## **War Savings Bonds**

This Space Is a Contribution to America's All-Out War Program by

*The* NATIONAL UNDERWRITER

FRIDAY, SEPTEMBER 11, 1942

"This war has changed my whole insurance picture, too, John. I should have *more* protection right away . . . but I don't see how I can afford it!"



*For these years of higher living costs*

**Pure Protection at half the price of ordinary life . . . !**

A timely new contract, designed precisely for today's market! It is backed by a complete sales kit and featured in full-page, month-after-month national advertising. Union Central salesmen are finding that their company has once again come through with the right policy *at the right time*. They are selling it enthusiastically and successfully.

**The UNION CENTRAL LIFE INSURANCE COMPANY**

CINCINNATI, O.

Over \$400,000,000 in Assets

*Successful Agencies Don't Just Grow*

(reading time 57 seconds)

A successful agency doesn't just grow. It must be carefully nurtured in the rich soil of adequate facilities, bountifully supplied by intelligent personal cooperation, liberally watered with perspiration.

Continental Assurance has the facilities and the spirit of cooperation. Can you supply the sweat of intensive effort? Contracts written include standard and substandard, participating and non-participating, Juvenile from one day up, Group Life, Group Accident & Health . . . all backed with tested tools and effective personal cooperation.

An agency-minded Company, Continental Assurance has become one of the leading life insurance institutions operating in North America because its personnel consists of men who have come up through the ranks. They have spent much of their time in the field. They know the importance of adequate facilities . . . made doubly effective by sympathetic understanding of the agent's problems from the agent's angle.

Perhaps Continental Assurance is the answer to your agency problem in '42—or any other year.

*Nationally Known for Strength and Growth*

**Continental ASSURANCE COMPANY**

CHICAGO, ILLINOIS

*Affiliated with*

**CONTINENTAL CASUALTY COMPANY  
TRANSPORTATION INSURANCE COMPANY**



# The NATIONAL UNDERWRITER

Forty-sixth Year—No. 37

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, SEPTEMBER 11, 1942

\$3.50 Year, 20 Cents a Copy

## Big Increase for Year Seen in Group Insurance

### President Parkinson of Equitable Comments on Present Conditions

An all-time record high for group insurance in force on the lives of employees in American industry was announced by T. I. Parkinson, president of Equitable Society, in a 1942 Labor Day report.

"The volume of group life insurance alone in force today in all companies amounts to approximately \$20,000,000,000," Mr. Parkinson said, "representing, on the average, a year's wages for his family in the event of the death of anyone of 13,000,000 insured workers. In all, 32,500 industrial and commercial concerns now cooperate with their employees to provide group life protection, either by sharing the cost or, in a great many instances, paying the entire premium.

### Shows Big Increase

"Since last Labor Day group life insurance has increased by about \$2,300,000,000 and protection has been provided for some 900,000 additional employees and their dependents. Comparable increases have been registered in all the other forms of group protection—accident and health benefits, accidental death and dismemberment insurance, hospital expense insurance and surgical benefits for both employees and their dependents, and group annuities. "Perhaps the outstanding development of the year has been the number of group programs adopted for the protection of war workers. There has been widespread recognition of the fact that the war worker, employed for long hours at top speed, gains in efficiency, if he knows that his family is well protected in the event he dies or is disabled. Quite aside from the ease of mind the protection inspires, it has already alleviated financial tragedies in the homes of many 'home front' employees.

### Group Coverage a Bulwark

"In peacetime, the group coverages form a bulwark set up by employers to save their employees from becoming a charge on the community. In war, these services become of increasing value in giving financial assistance to those behind the lines when in need and in easing the burden on public and private charitable institutions. All-out production, so essential for victory, has already raised industry's toll in accidents and sickness far above normal. The count will go still higher in coming months, but industry can take pride in the wide spread of group coverages

(CONTINUED ON PAGE 18)

## A.L.C. Legal Section Program Given

### Plans Shaping for Chicago Meeting of Companies' Organization

Joseph O'Meara, Jr., counsel of Western & Southern Life, chairman of the Legal Section of the American Life Convention, announced the tentative program for sessions of that section to be held Oct 5-6 at the Edgewater Beach hotel, Chicago, during the annual meeting there of the A.L.C. and its various sections.

Joseph P. Lorentzen, general counsel Bankers Life, Iowa, is secretary of the Legal Section, and in line for elevation to chairman.

The Legal Section program is:

#### Oct. 5, 10 a. m.

Address of Chairman O'Meara. "A Review of Current Decisions," Maurice E. Benson, assistant counsel American Life Convention.

"Military service and the obligation to pay premiums—The soldiers' and sailors' civil relief act," Virgil D. Parish, associate counsel, Union Central Life.

Luncheon meeting, with Major R. G. Storey, Wright Field, Dayton, O., as guest speaker on "A Lawyer's Impression of England at War."

#### Afternoon Session

"War Clauses and Lapsed Policies," Charles R. Holton, vice-president and general counsel Great Northern Life.

"Drafting provisions to comply with the commissioners' war clause report," Byron K. Elliott, vice-president and general counsel John Hancock Mutual Life.

"Life insurance and the federal estate tax law," Prof. Erwin N. Griswold, Harvard University.

#### Tuesday Morning, Oct. 6

"The administration of policy payments in time of war," V. J. Skutt, vice-president United Benefit Life.

"War Problems of a Canadian insurance company at home and in the foreign field," Crauford Martin, assistant general counsel Manufacturers Life, Toronto.

"Review of legislation and departmental rulings," Ralph H. Kastner, associate counsel American Life Convention.

Annual business session. Report of committee on memorial resolutions.

Report of nominating committee. Election of chairman and secretary.

#### General Program Nearly Ready

W. C. Schuppel, executive vice-president, Oregon Mutual Life, program chairman for the A.L.C. annual meeting, is expected soon to announce the complete program details. He is assisted by James A. McLain, president Guardian Life, and L. D. Cavanaugh, president Federal Life.

This will be the 37th annual meeting of the A.L.C. In addition to the Legal section, the Financial, Industrial and Agency sections will meet, elect officers and engage in discussing current matters of importance, including the effects of war and the part life insurance is taking in the national effort to preserve democracy.

It is possible attendance will not approach the record-breaking mark set last year, since the officers and executive committee, in furtherance of the

## Captain Reidy to Be Chief Speaker at Claim Muster

Capt. Daniel J. Reidy, formerly at the head office of the Guardian Life, former president and executive committee chairman of the International Claim Association but now in the dependency allotments division of the adjutant general of the army, will be the chief speaker at the annual meeting Edgewater Beach Hotel in Chicago Sept. 14-15. "Payment of Claims Among Members of the Armed Forces" will be discussed by Captain Reidy. The address will supplement and bring up to date the recent report of an International Claim Association committee headed by Captain Reidy before he accepted an army commission. The published report entitled "Information and Procedure to Expedite Payment of Death Claims Among Members of Armed Forces of the United States and Canada and Other Groups," is now used as a text on such settlements by many companies.



D. J. Reidy

### War Clause Provisions

Attention will be given by the meeting to war clause provisions applied to life, disability, double indemnity and health and accident insurance. Members will bring to this seminar information on the forms and practices used by their companies for study and comparison.

As a war-time measure, the convention committee has planned a meeting without formal papers. Instead, seminar meetings will be held on the important subject matters at which general discussion will be encouraged. Also, the usual paraphernalia of a convention has been abandoned and all attention will be diverted to business.

## Welcoming Luncheon in N. Y. for Rutherford

NEW YORK—Clancy D. Connell, general agent of Provident Mutual Life here and a trustee of the National Association of Life Underwriters, will be host to downtown general agents and managers Monday at the Drug & Chemical Club at a luncheon he is giving to welcome to New York the newly appointed executive vice-president of the National association, James E. Rutherford.

war effort and in cooperation with the Director of Defense Transportation, have eliminated all social features and concentrated strictly on a business meeting.

The A.L.C. sessions will be devoted to free discussion of all matters of interest affecting the welfare of the life insurance industry, policyholders, companies, agents, etc. The program is being drawn to be of most practical value at this time.

## "Victory Tax" Proposal Includes Insurance Offset

### Premiums on Existing Policies Would Be Deductible Item

Life insurance people are particularly interested in the current deliberations in the Senate over a tax that would supplement the regular income tax. The Treasury's proposed "spending tax" received an icy response from members of the finance committee and currently the proposal that seems to have the best chance of adoption is the so-called "victory tax." This appears to be very similar to the recently adopted Canadian compulsory savings tax feature.

Under the proposal there would be assessed a 5 percent levy on all income above \$624 a year. Twenty-five percent of that tax in the case of single persons and 40 percent for married persons plus 2 percent for dependents would be returnable to the taxpayer after the war.

However certain credits would be allowed against the returnable part of the tax including life insurance premiums. Present discussion contemplates allowing only existing insurance to be allowed as an offset. That might prove to be a helpful factor insofar as persistency of business is concerned but it would probably not offer much of an inducement for the purchase of new insurance, except that it would give the agent an opportunity to say that the prospect does enjoy a tax saving on account of his old insurance and should be in that much better position to increase his holdings of life insurance.

In Canada an amendment was added to the compulsory tax savings feature permitting certain deductions for new insurance and this has stimulated greatly the sale of life insurance in Canada currently. There is allowed as a deduction one-half of the first year's premium and all of the premium for subsequent years up to a maximum of \$100 a year.

### Favors Premium Exemption

DES MOINES—U. S. Senator Herring of Iowa favors a reasonable federal income tax exemption for life insurance premiums. W. K. Niemann, president Iowa Association of Life Underwriters, reports.

Mr. Herring, a member of the senate finance committee, was quoted by Mr. Niemann as favoring retention of the present \$40,000 life insurance exemption in the federal estate tax.

### Commonwealth Life Shares Offered

LOUISVILLE—J. J. B. Hilliard & Son last week commenced distribution of approximately 3,400 shares of Commonwealth stock at \$13. At the close of business Saturday, virtually all of the offering had been absorbed. The shares are on a 15 cent quarterly dividend basis, representing a yield of a little under 5 percent at the current over-the-counter price of \$13 a share.

## RECRUITING REQUISITE IN MAINTAINING AN AGENCY TODAY

# Gauge Progress by Getting Good Men

BOSTON—"Before recruiting is discussed," says J. S. Braunig, general agent, Massachusetts Mutual, "it is desirable to come to some conclusion about the meaning of recruiting life agents. When I speak of recruiting, I have in mind the gathering of names of men who might become agents, selection from among these men of a few who are believed to have the qualities of successfully writing life insurance, and the training of these men to the point where they can earn a satisfactory living. Bringing men into an insurance office, seeing that they obtain a license from the state and get a kind of mass education and training, in the hope that some will succeed is not my understanding of real recruiting."

### Should Face the Difficulties

Mr. Braunig is not in any doubt about the difficulty of the recruiting job at any time, and particularly today. Therefore, a first requirement for successful recruiting is that the general agent or manager face frankly the difficulties of the day and intensify recruiting efforts. Unless the recruiter can himself convey a feeling of confidence and faith in the future of the business, even after clearly describing to the recruit the unusual difficulties facing the new salesman today, not many new men will be successfully started on life insurance selling careers. The supply of available men today is unquestionably lower than usual.

Men under 45 are extremely difficult to obtain while many men 45 and over, freed from their previous occupations by war changes, have been employed by the government. Formerly life insurance obtained a substantial number of men from the engineering profession. Today that source is closed and many of those who were already in the business and came into it from engineering are back at engineering jobs. Men of draft age and men of technical skill are particularly subject to call for national service, either civilian or military. Men over 45 and women are the two chief supply groups today.

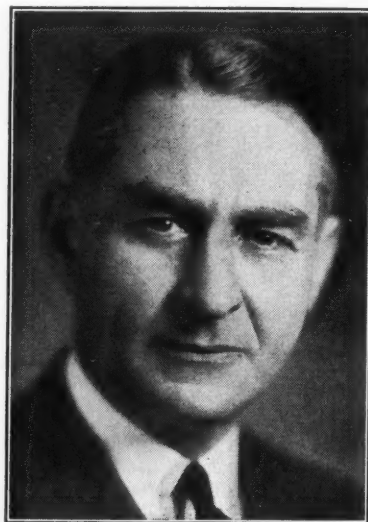
### No Mass Gathering

Where can the names of possible agents be obtained? Mr. Braunig does not believe in any mass gathering of names. It is not too difficult to get a flock of men into an office for a job interview with a newspaper ad where any kind of drawing account is mentioned. Any haphazard gathering of names like that causes an expenditure of time for final selection of the chosen few out of all proportion to any possible final result. Mr. Braunig estimates that it costs \$1,000 to give a man the kind of education and training he needs, and the energies of the agency are needed for that. Yet it is essential that the general agent or manager have a sufficient number of men to interview so that he has some choice among men who have gone through some selective process before they appear. The two most satisfactory sources from which to get the names of these selected men are the agency force itself, and policyholder centers of influence.

### Tell What Has Been Gained

It is taken for granted that the agency has a number of men who are successful and that a number of these men owe a substantial part of their success to the general agent or manager. The general agent or manager must earn the loyalty he commands from his force. An effective procedure for recruiting is to review with men in the agency what has been done for them there. Often they came in with substantial debts, with a discouraging outlook on the future, with no connection which serves to build a confident morale and provide good guidance and inspiring leadership. At the end of

a year or two in the agency, they find that their debts have been substantially reduced; they have a definite financial plan for future operation; they have made a living; they have some earnings coming in the form of renewal commissions, and they have a new outlook on the future. Therefore, they are ready to help provide others with the opportunity which they have obtained. More-



J. S. BRAUNIG

over, these men in the agency have some picture of the qualities necessary to success in the business. From each agent in the office, it is not unreasonable to expect the name of one real agent possibility every 60 days or 90 days.

### May Result in Complete Freezing

It is not too difficult to get names of possible agents from policyholder centers of influence. In fact, says Mr. Braunig, the real danger is that names will be obtained easily, without qualifying selection and the consequent failure to employ any of those sent by the center of influence finally leads to a complete freezing of this source of agency possibilities.

Two precautions are advised by Mr. Braunig in working with centers of influence. First, the center of influence must be clear enough about the kind of men who might succeed in the life insurance business to limit his reference to them. The second precaution is that the center of influence be educated to convey to any man selected for an interview, the idea that this man is going to have a hard job ahead of him to sell himself as good agency material to the general agent or manager. The center of influence must be a man of prestige and standing himself, because it is highly desirable that the prospective agent have respect for and confidence in the two men most directly involved in his possible employment, the center of influence and the general agent or manager.

### CENTER OF INFLUENCE

The center of influence must understand that even more than at any time in the past, a man likely to succeed in life insurance must be one who has demonstrated an ability to make friends, who has shown that he likes to mingle with people, who has almost surely taken an active part in some two or three social, church or patriotic organizations. That is, this prospective agent must have many contacts and they must be contacts among those who can buy insurance. Many men have plenty of contacts but they would not be with peo-

ple who could purchase. It pays also, to go over rather thoroughly with the center of influence, the training method of the agency as well as the record of some of those in the agency who have succeeded under the direction of the general agent or manager. The center of influence must be able to speak convincingly about the merits of the agency director to whom he is referring a man.

How a man is hired is likely to prove one of the most important factors determining his attitude toward the business and the possibilities of his success, assuming that other qualities of success are present. Always where possible, the approach to the general agent or manager should be arranged on the basis of the would-be agent selling himself to the general agent or manager rather than vice versa.

### Not Easy to Become an Agent

The life insurance business is cheapened and harmed by agencies which indicate that it is easy to become a life agent, that anyone is qualified to do the job, and that there is not very much difficulty about it. Not only should the prospective agent be placed in the position of selling himself as good agency material, but the wise recruiting general agent or manager is going to paint the selling job as one requiring plenty of work, study and courage. For one thing, the prospective agent who comes in and is not told the difficulties of the business can be "unsold" in a very few minutes by friends, relatives, previous agents, and present agents who are full of criticism and doubt concerning life insurance.

Let the prospective agent be told about social security, savings bank life insurance, group insurance, salary savings insurance. Let it be explained to him what effects these factors have

tunity. He is offering that man an opportunity under favorable conditions. The conditions will be more favorable the greater the insistence of the general agent upon adequate educational and training methods and daily reporting plans.

### Soon Able to Size Up Men

The general agent cannot afford to waste any time talking to men, who in the very start of the interview, indicate that they are not good agency material. Men who have had reasonably good salaries and who have never carried any life insurance because they have wanted to maintain a present standard of living, are not good material, says Mr. Braunig. The man who has not demonstrated a capacity for social activity is not likely to succeed. When a man has been selected for the agency, financing is not one of the important factors. Mr. Braunig has an invariable rule that he will never provide any man with his full financial requirements, but he is quite ready to provide some financial aid. This aid, however, will always be far enough below the man's financial requirement to give him a stake in the business he pays for, so that often a substantial share of an earned commission becomes an extra above the allowance. The agent then has an incentive to work harder because he has to work to earn what he requires and can earn more than he requires if he proves a good salesman.

Let the men already in the agency build prestige for the agency and loyalty to it among the newcomers, is a suggestion of Mr. Braunig. Above all, let the general agent or manager work with men and keep away from office and routine detail. The general agent who does something every day about recruiting and, who keeps working with, talking

J. S. Braunig began his life insurance career with the Prudential ordinary office in St. Louis in 1930. Then he sold insurance for a short time in the St. Louis Massachusetts Mutual agency headed by Chester O. Fischer, now vice president of Massachusetts Mutual. Mr. Braunig began his work as general agent for the Massachusetts Mutual in Boston in 1938.

In 1941, Mr. Braunig ranked first among Massachusetts Mutual general agencies in the volume of new business paid for by new organization. He says that new organization is the barometer showing whether an agency is going forward or backward. Since Pearl Harbor, he has lost a number of men to the national services, men who wrote about \$400,000 a year. In the same period he has brought in three new producers, each of whom gives promise of success. Select a few men of quality and train them well, is his recruiting procedure. Mr. Braunig is the author of "The First Ninety Days" published by "The Diamond Life Bulletins" in 1935.

upon his prospective work, how he may take advantage of some of them and how he may meet the adverse effects of others. Every prospective agent, by all means, should be fortified with these questions concerning those who are dubious about succeeding in the life insurance business.

### WHAT ABOUT OBSTACLES?

"Did the man you cite as a failure work consistently and steadily at the job? Did he make at least four good presentations a day?" It is far better that the recruit learn about the difficulties in the business in the general agent's office than that he learn about them in the field, and harbor resentment because he had not been told about these conditions before he was employed. Tell the new agent about war clauses, about many of the younger men being in the service, about the income tax excuse and about the necessity of getting cash with the application in these days when changes take place very rapidly and something may occur within 24 hours to make a man change his mind.

The general agent seeking a soliciting agent is not in the same employing position as the employment manager of an office or factory. The general agent is not buying another man's time. He is only offering another man an oppor-

to, planning with, inspiring and developing men will find the going tougher today, but not insurmountable.

### Connecticut Savings Banks Issue \$893,600 in 8 Months

Connecticut savings banks issued \$893,600 new life insurance during the first eight months of 1942. Of the seven issuing banks, Bridgeport-Peoples Savings Bank wrote \$329,350 of the total, while Connecticut Savings Bank issued \$188,500 and Waterbury Savings Bank \$165,250. The others were below \$75,000. Both issuing and agency banks received a total of 1,025 applications for \$1,162,500 insurance. Comparatively little business came from the 10 agency banks, the leader, Savings Bank of New London, accounting for only 33 applications totaling \$35,750, with \$23,250 issued business. Only one other agency bank had more than eight applications, it having 17.

### Issue Tennessee Directory

The Tennessee insurance department has got out the 1942 issue of the "Tennessee Insurance Agents Directory," giving the agents licensed in the state and the companies represented, also the type of insurance they are licensed to solicit. In the last few pages are names of licensed non-resident brokers.



## Peculiar Problems Arise in Sections Occupied by Enemy

### Attempts Are Made to Protect the Interest of Policyholders

WASHINGTON — Many puzzling problems arise in connection with attempting to protect the interests of life policyholders in enemy occupied territories who are unable to keep their insurance in force because of wartime disruption of communication facilities. The proposal which has been drafted here for a bill under which the United States would guarantee premium payments in excess of cash values needed to keep such insurance in force, though taking care of the situation, would have certain objections from a life company viewpoint.

For example, the mortality may be exceedingly heavy among Americans interned in Japan or Jap-occupied areas if tales of brutality, mistreatment and neglect that are brought back by exchanged prisoners are typical of what is ahead. In addition to a heavy mortality during internment the conditions under which the internees are forced to live may have the effect of shortening their lives even though these deaths do not occur until some years after the war is over.

### Selection Against Insurers

If this business is kept in force through government subsidy it is obvious that companies will be called upon to pay all the death claims that arise. Of the business kept in force at the end of the war on living policyholders it is questionable whether any insured who can qualify for new insurance would keep his old coverage and pay the government back what it has advanced on his behalf. Thus the companies would be left with the worst risks. There would be no chance of retaining the good risks along with the poor ones and thus raising the average.

A third difficulty is that of determining when a policy was lapsed voluntarily by the insured as against lapses directly due to destruction of communication facilities in the course of the war. Here again the selection would naturally be entirely against the companies. The tendency would be for beneficiaries to put in a claim in all cases of death while the insured, if living, would have the opportunity of claiming the act's protection even though he might have lapsed his insurance voluntarily. Obviously no insured would make this claim if he were able to qualify for new insurance.

Some of the companies that had insurance on American lives in the Philippines, following the outbreak of the war, corresponded either with the firms that were employers of the insured or with the beneficiaries of the policies who resided in the United States. One company reports that in about 75 percent of the cases these people took up payments of premiums on behalf of the insured.

### Choice of Evils

A question that has arisen in the minds of some life insurance men is whether a life insurance conservation measure set forth in definite terms, with all its drawbacks, would not be preferable to the type of legislation with regard to life insurance that was incorporated in the peace treaty with Germany.

(CONTINUED ON PAGE 18)

## Seeks Oldsters in C.L.U. Movement

### O. Sam Cummings of Dallas Wants More Diversification in Membership

O. Sam Cummings, manager of Kansas City Life at Dallas, presented the diplomas to the new C.L.U.'s in Fort Worth. Ricks Strong, John Hancock general agent and president of the Dallas C.L.U. chapter, presided.

Mr. Cummings said the C.L.U. movement is essentially a young person's movement. The time has arrived, however, he said, for well planned and intensive effort to enroll the older people. A study of 376 new candidates in 1942 reveals that 29.8 percent were in age group 26 to 30. Those 25 years of age and under represent 8 percent, or a total of 37.8 percent 30 years of age or younger. This is the group that most obviously will be affected by the war program. In the group 31 to 35 years of age is 26.3 percent of the total, making 64.1 percent 35 years of age or younger. A substantial proportion of this entire group are subject to military service, Mr. Cummings said.

### Years of Experience

"Another study of the candidates approved in 1942 shows that 34.4 percent of the group had experience of three years or longer, and 23.4 percent experience of from four to six years. Therefore, 57.8 percent had not more than six years of experience when they qualified for the C.L.U. designation. Obviously new candidates in the older age brackets will have longer experience records than the candidates in 1942 and earlier years. Many of those with longer records of service who haven't pursued the C.L.U. course of study already have

## Executive Committee Meeting Is Called

John A. Lloyd, Ohio insurance superintendent and chairman of the executive committee of the National Association of Insurance Commissioners, has called a meeting of the committee to be held at the Pennsylvania Hotel in New York City Sept. 17.

great prestige in their communities. Their successful completion of the course of study and qualification for the designation will not only reflect credit upon themselves but upon life insurance and life underwriting, and will add to the prestige of life insurance and the C.L.U. designation with the public in general.

### Must Have Better Preparation

"There are hundreds of experienced and qualified agents who have heretofore devoted their entire attention to sales to owners of businesses, business executives and professional men. Many of them will find it impossible to penetrate the market provided by increased income to workers in war industry and farmers. These agents will be forced to more adequately prepare themselves to make sales to the same groups in which they have worked in the past. The added knowledge provided by the C.L.U. program, and the increased ability to think through and solve the problems of their individual clients, made possible by this training, will be essential if they are to remain in the life insurance business and continue to serve humanity as life underwriters. The knowledge gained through the C.L.U. program will not only provide added essential knowledge, but the possession of it will give the experienced underwriter who becomes a C.L.U. a new and high morale."

Get "The Master Contract Plan," a brand new saleable idea. \$2. Order from National Underwriter.

## Great Record Made by Life Companies Buying War Bonds

### Purchases for First Seven Months Pass Two Billion Mark

Purchases of government bonds by life companies so far this year total \$2,023,000,000, it is reported by the Institute of Life Insurance.

Life insurance holdings of government bonds now aggregate more than \$8,500,000,000, a new record high.

The accelerated pace at which life companies are buying federal obligations is indicated by the fact that purchases in the past four months totaled \$1,449,000,000 compared with \$574,000,000 in the first four months of the year. In the comparable eight months of 1941 they amounted to \$588,000,000.

Life companies purchased approximately 49 percent of the \$2,117,000,000 of government bonds that were taken in the two Treasury "tap" issues of May and August.

### Mortgage Purchases

"Fifty-eight cents of every dollar invested by the life companies this year has gone into government securities," H. J. Johnson, president of the Institute of Life Insurance, stated. "But this is not the full measure of their investment in the cause of democracy."

"Money which has gone into industry, public utilities, railroads and mortgages, is helping to finance the expanding war activity as well as servicing and maintaining the home front."

The life insurance companies purchased \$541,000,000 of mortgages during the past eight months, made up of \$64,000,000 of farm mortgages and \$477,000,000 of city mortgages. In the similar period a year ago purchases of mortgages amounted to \$538,000,000.

Purchases of public utility securities amounted to \$344,000,000 comparing with \$676,000,000 in the like months of 1941. The life insurance companies bought \$99,000,000 in railroad securities compared with \$195,000,000 in the same period of 1941.

Purchases of state, county and municipal bonds amounted to \$33,000,000 compared with \$139,000,000 in the like period of last year.

## Equitable Expands Non-Medical Field

Due to the increased difficulties in obtaining medical examinations with such a large number of doctors in the armed services, Equitable Society has extended its non-medical privilege to include cities of not more than 100,000 population, except in those states where statutory provisions restrict. Heretofore the plan has been confined to cities with a population of 25,000 or less.

The privilege will be granted only to qualifying agents under written authorization from the general agent or agency manager and each agent will be held strictly accountable for the quality of risks he presents. Vice-President W. J. Graham tells the field that the utmost care and discernment must govern the selection of prospects and the application must be thoroughly completed and the home office furnished with all pertinent information.

The success of the general non-medical plan and the possibility of its continuance will depend mainly upon the care in selection of prospects by those agents entrusted with the privilege. It does not apply to surplus or brokerage.

## The Fruits Are Seen

Extracts from a letter written by one of our veterans, acknowledging greetings on the 40th anniversary of himself and his partnership in a general agency for the Company:—

"I can hardly believe it has been that long, until I remember that during those years I have married and my wife and I have reared four children and now have eight grandchildren. Money earned from the general agency and the company have helped us rear those four children, giving them the necessities of life and some of its luxuries, a college education for each, and have helped see them married and comfortably and modestly settled.

"I live in a small town of 2,800 people, where my partner and I grew up together, dreaming dreams and planning to go into business together, and a good many of those dreams have come true.

"Through the years we have kept in force policies that might otherwise have lapsed, and we have done this at no great cost to ourselves. No policy sold by me during those 40 years has ever been litigated. It has never been just selling a policy for a commission, but to sell and render a favor to the buyer. I have seen the fruits of all this in the homes here made free of financial worries by money paid to them by life insurance."

\*\*\*

## THE PENN MUTUAL LIFE INSURANCE CO.

WILLIAM H. KINGSLEY  
Chairman of the Board

JOHN A. STEVENSON  
President

INDEPENDENCE SQUARE, PHILADELPHIA

## N. C. Commissioner Boney Died Monday

Was One of the Leading State Officials in the Country

Insurance men were shocked this week to learn of the death of Insurance Commissioner Dan C. Boney of North Carolina at his home in Raleigh after a brief illness. He had served as commissioner since 1927, was prominent in the National Association of Insurance Commissioners and was president in 1934. The next year a testimonial dinner was held at Raleigh in his honor and insurance men went from all parts of the country to pay tribute to him.



Dan C. Boney

Mr. Boney was born at Elkin, N. C., Dec. 6, 1895. He went to the University of North Carolina, where he studied law. He was in the first world war and lost an arm besides suffering other wounds in battle. From 1922 to 1925 he practiced law in Raleigh. In the latter year he was appointed deputy insurance commissioner of North Carolina and in 1927 commissioner, to succeed Stacey W. Wade. The commissioner in that state is elected and he had been reelected every four years since, mostly without any opposition. He served as chairman of the executive committee of the National Association of Insurance Commissioners, second vice-president and then president. Mr. Boney was one of the outstanding commissioners of the country, one of the best beloved, one of the most amiable and was always greeting people with a smile and a cordial handshake. He was impartial in his work and while viewing insurance operations from the insurance standpoint he never overlooked the public side of his business. Insurance companies regarded him as unprejudiced and fair. He was one of the conservative officials.

Having been in office a long time he became well acquainted with supervising problems, men in the business and knew who was who and what was what. He was one of the commissioners who realized that the public had rights and also the insurance industry had its rights. Usually at insurance commissioners conventions he occupied a suite of rooms with Vice-president Orville Davies of the General Exchange and George W. Carter, well known local agent of Detroit.

Col. Boney died from a stomach ailment after two days' illness. In 1928 he married Miss Charlotte Johnson of Raleigh, who died. Two sons Dan C., Jr., and Arthur J., survive. His mother, Mrs. Susan Boney, is still living.

## Occidental Life Production Club Leaders Named

LOS ANGELES—There have been 223 qualifiers for Occidental Life's Los Conquistadores Club during the past 18 months qualification period. Officers are: President, Hoyt M. Leisure, general agent Los Angeles; first vice-president, L. J. Jacobson, Los Angeles; second vice-president, T. F. Lee, Shanghai, China. The time and place for the club convention have not been set in view of the war conditions.

Thirty-four qualified for the Leading Producers Club, its officers being: President, Mr. Leisure; first vice-president, K. C. Chow, San Francisco, second vice-president, T. D. York, Los Angeles.

Mrs. Julia M. Wing, C. C. Wing agency, San Francisco, was the leading woman producer.

## Stewart Made Vice-president of Mutual Savings Life in Charge of Production

ST. LOUIS—Paul Stewart, formerly director of agencies for the eastern division of Guarantee Mutual Life of Omaha, with headquarters in Chicago,



PAUL STEWART

has been elected vice-president of Mutual Savings Life in charge of production.

Mr. Stewart is a former St. Louisan, having been assistant manager of the St. Louis office of Travelers 1923-1926:

Mutual Savings Life has been devoting practically its entire attention to the business of Central States Life, which it was organized to take over, but it is now ready to become active in the production field. President Allen May announced that effective on its first anniversary, Sept. 27, it will offer a full line of registered policies, including whole-life and term insurance, on the 2½ percent American Men basis.

## Psychology of Times Helps Agents

From all indications there is a much better feeling in life insurance circles so far as production is concerned than there has been for some time. Students of the business agree that the psychology of the day is favorable to life insurance buying.

With restrictions here and there, rationing of foods and merchandise, restrictions on new automobiles and tires, the people have brought to their minds the fact that something important is at hand. The government is discouraging installment buying. The attention of people is being directed toward conservation, toward greater conservatism and more simplicity in living. With the tremendous changes at hand, higher taxes and greater burdens, life insurance seems to be by all means the best medium for the creation of an estate. People can purchase defense bonds and bolster their investments up with life insurance protection.

## Have Excellent Opportunity

Certainly this is the day when the older agents and brokers have an opportunity they have not possessed for a long time. Younger men are being drawn into military service or into so-called defense industries. Therefore life insurance production will rest very heavily on the older men. Wide awake agency managers appreciate this fact and are giving far more attention to the older men than they have. There will be a reduced number of men selling insurance and hence the field should be more attractive. The people are brought face to face with the protection idea.

## Can File Amended Tax Schedules

Provision Is Made in Senate Bill for Far East Losses

NEW YORK—American life companies which formerly operated in territory now under Japanese control would be permitted, along with other American firms, to file amended income tax returns for 1941 in which deduction for losses of assets due to war can be taken, according to a provision in the new revenue bill which has been decided upon by the Senate finance committee. As a practical matter, however, the tax relief proposed will be of less importance to insurance companies than to concerns

having assets less liquid and easily removable than those of insurance companies.

With the exception of Japan, where no American life company operated, the only country in the Far East requiring statutory deposits as a condition of doing business was Malaya but since deposits made in London took care of that requirement, that was the usual procedure. As to bank deposits, companies carried their balances as a rule in branches of American banks so that there is no loss on this type of asset.

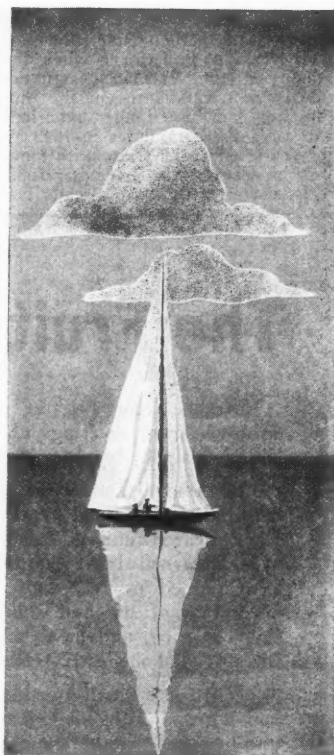
## McGlamerry to National, Vt.

A. M. McGlamerry has resigned as assistant agency manager of Security Life & Trust of Winston-Salem, N. C., to become North Carolina state agent of National Life of Vermont. He succeeds C. C. Wimbish, who becomes associate state agent and will devote his time to personal production and his general insurance business.

★

★

*Even the best men may be  
at sea in a calm*



Recurring calms in life insurance sales can get the best of men down . . . especially when the glassy sea of indifference is broken by only momentary breezes of encouragement.

Perhaps those occasional breezes are all that some men need to be content, but it's certainly not enough for us at Connecticut General. That's why we work to create steady sailing for the men in the field. Our complete lines of insurance are designed to tap a broad range of sales opportunities, and these are constantly being supplemented by new timely contracts. In addition, a continuing training program keeps each man working at peak effectiveness, while practical, sales-tested promotional material supplements his selling efforts.

Connecticut General men may meet an occasional sales calm, but the majority move ahead at a remarkably fine clip.

*Connecticut General*

LIFE INSURANCE COMPANY

Hartford, Connecticut

Life Insurance, Accident and Health Insurance, Salary Allotment Insurance and Annuities, All Forms of Group Insurance, and Group Annuities.



★

★



# "INSURANCE IS ESSENTIAL WAR INDUSTRY"

(Excerpts from a talk by S. C. McEvenue,  
General Manager, Canada Life, Toronto)

"Life Insurance in Canada has been at war for almost 3 years.

"Sales of new Ordinary business during the first six months of 1942 were 29% greater than in the corresponding months of the pre-war year 1938. 20% more new business was written to the end of June this year than in the same period a year ago.

"In the early months of war, sales tended to sag. People were uncertain as to just how they could best serve. The turning point in Canada came when we realized that Life Insurance is a war industry in a very real sense.

"1. IT IS THE GREATEST SOURCE OF FINANCIAL SECURITY FOR THE INDIVIDUAL AND THE FAMILY.

"2. IT BECOMES ONE OF THE MOST IMPORTANT AVENUES THROUGH WHICH THE SAVINGS OF THE PEOPLE ARE MADE AVAILABLE TO THE GOVERNMENT FOR ITS WARTIME EXPENDITURES.

"3. IT BECOMES ONE OF THE MOST EFFECTIVE MEANS OF OFFSETTING THE POSSIBILITY OF INFLATION.

"4. IT PROVIDES A BULWARK FOR ANY POST-WAR READJUSTMENT.

*"In short, the more Life Insurance that is sold, the more the national interest is served.*

"We can serve by carrying a rifle or a rate book—not both. If we serve on a ship or in a plane or tank that is a full-time job. Just as truly if we serve with a rate book that too is an essential full-time job.

"Also . . . . we began to fully realize that life goes on with all its problems, war or no war. A widow and her children cannot go without food and shelter simply because we are at war. Men and women continue to grow old. And problems like these will remain long after the present war has become history.

"The job of the Insurance salesman has been to make the prospect see that the incidence of war on the individual only accentuates his need for Life Insurance.

*"Fortunately this increased need has been accompanied by increased buying power. It was realized that the need for Life Insurance had never been as great and that a greater volume of money was available for its purchase. It becomes obvious that increased sales were a natural outcome provided the quality of our salesmanship was high enough to bring these two factors together.*

"Increases have only been achieved by really buckling down to an ever-growing responsibility.

"If Life Insurance is as important today as we are so firmly convinced it is, then more of it must be sold.

"If more of it is to be sold it means additional effort on the part of those now in the business. How can we lose our men to the armed forces and war industries and still do the job which Life Insurance must do for the nation?

"There is only one way. Those of us who remain must do not only our normal jobs but also should be prepared to shoulder some of the load of the men who have joined up. If we do not, then we are retarding the war effort just as surely as though we were slowing down on a job in a munitions plant.

**"IT IS OUR DUTY TO HANDLE THIS DOUBLE JOB TO THE BEST OF OUR ABILITY."**

*Excerpts selected and this space paid for by  
The Diamond Life Bulletins, Cincinnati, Ohio*

## Huston Gives Concise Statement of Proposed Non-Forfeiture, Valuation Laws

A concise, interpretive statement of the purposes and probable effect of proposed standard non-forfeiture and valuation laws that will come before the next meeting of the insurance commissioners, probably for final action, has been prepared by F. Edward Huston, secretary and actuary of the American Life Convention that appears in the latest edition of the A.L.C. "Fortnightly News Letter." Mr. Huston has been a member of the Guertin committee of the commissioners association that has prepared the proposed legislation after exhaustive preliminary work. He emphasizes that the proposed legislation follows very closely the suggestions contained in the report last December of the joint committees representing the A.L.C. and Life Presidents Association.

### Cash Surrender Value Rule

The proposed laws require that every insurance company after Jan. 1, 1944, shall provide cash surrender values after three years premiums have been paid (after five years for industrial) which shall be at least equal to the statutory

minimum cash values. The latter in turn roughly approximate the current average cash values now being granted by companies on the Illinois standard of valuation.

The statutory minimum cash values are independent of the reserves, and consequently the reserve basis may be changed for subsequent issues without changing the cash values. This, Mr. Huston points out, is one of the important advantages of the proposed legislation, since many companies have delayed the adoption of a higher reserve basis, such as going from a 3½ percent to a 3 percent interest basis, because it practically requires a corresponding increase in cash values. This presently means that a substantial portion of the increased reserve is paid to surrendering policyholders.

Under the proposed legislation the cash values are entirely independent of the interest rate assumed in the reserves for non-participating policies. Insofar as participating policies issued after the law takes effect are concerned, the only qualification is that the interest rate used for reserves may, with the consent of the commissioner, be less than that used for non-forfeiture benefits, but if such difference is more than one-half percent, the company shall file with the commissioner a plan providing for such equitable increase, if any, in surrender values and non-forfeiture benefits as the commissioner shall approve.

An important advantage of the proposed legislation is that the so-called surrender charge, he said, is eliminated, since the proposed statutory minimum cash values are determined by recognizing a logical and reasonable allowance for the heavy first year policy expense and at a rate of interest not to exceed 3½ percent. Paid up non-forfeiture benefit (either extended term or reducing paid-up insurance or both) is required which shall have a value at least equal to the cash value at date of premium default. Such paid-up benefits must be granted beginning with the payment of the first premium if there is a statutory minimum cash value for such policy year.

The mortality table used in calculating the statutory minimum cash values and paid-up non-forfeiture benefits is a modern mortality table referred to as the commissioners 1941 standard ordinary mortality table (1941 standard industrial mortality table for industrial insurance). These tables contain reasonable contingency margin which is available for expenses in connection with paid-up insurance. The rates of mortality may be increased 30 percent for extended insurance benefits.

Minimum standard reserves for policies issued after the effective date of the act shall be based on the 1941 commissioners tables, 3½ percent interest and the commissioners reserve valuation method. That reserve method, Mr. Huston explains, is briefly the Illinois standard method except that the preliminary term modification is more logically level over the entire premium paying period of the policy instead of in some cases being limited to the first 20 years.

Reserves may be calculated at the option of the company according to any standards which produce greater aggregate reserves than minimum standard.

Companies may from time to time increase their aggregate reserves by adopting another standard of valuation, but the approval of the commissioner is required in order to adopt any lower standard of valuation, but in no event lower than the statutory minimum. Thus a company may increase reserves on outstanding contracts from say the 3½ percent to 3 percent basis without approval of the insurance commissioners but if it subsequently wished to reduce its reserves back to the 3½ percent basis, it must obtain the commissioner's approval.

## Warns Canadian Agents on Wartime Selling Practices

Dominion Life of Canada has issued a warning to its agents to "play ball" with the government and avoid selling life insurance in a way which will be harmful to the financing of the war effort. According to Dominion Life, the government is watching for life insurance men who are endeavoring to sell life insurance as a substitute for government savings, victory bonds, war savings certificates, or compulsory savings under the war income tax act.

The Minister of Finance, Mr. Isley, Dominion Life states, has a report of an agent who in his presentation suggested that a prospect would be safer to buy life insurance than to invest with the government.

Dominion Life quotes J. G. Parker, president of the Canadian Life Insurance Officers Association, as saying: "It is difficult to imagine that any life insurance man would cast doubt on the ability of our government to meet its obligations. Nevertheless, such doubts are apparently giving the minister some

concern, as evidenced by his reference to them in recent public addresses.

"The government has shown such confidence in the life insurance business that we must do everything in our power to prevent any abuse of the recognition which has been given to life insurance in the amendment to the income war tax act."

Dominion Life warns that unless the agents collaborate to the fullest extent, those things favorable to life insurance in the budget will be repealed at the next session of parliament.

### Conference on War Clause

ST. PAUL, MINN. — Commissioner Johnson of Minnesota called to his office Sept. 8 a group of life company officials in Minnesota for a conference on war clauses. The commissioner has for some time been urging some degree of uniformity in war clauses among the various states and this was one of the matters touched upon at the conference.

### Walter St. Paul Speaker

G. A. Walter of the Osgoode Toronto branch of Canada Life will speak to the St. Paul Managers & General Agents Club Sept. 24. On the same day he will address the Minneapolis Association of Life Underwriters.



### GENERAL AMERICAN'S

Jack T. Lynn and Charles E. Fritzsche believe that intensive training is an antidote to the agent's war-worries, and so an agency-wide study of R & R's Course in Advanced Salesmanship is in action. IT IS AN ANTIDOTE! Never will I forget how George E. Lackey solved a troublesome production problem through an agency study group.

AND SPEAKING of sales training, Dick Rhodebeck, of the United States Life, is now unpacking the third company edition of "An Introduction to Life Underwriting." We are going to form a Three-Star Club for our many third-edition companies and elect Mr. Rhodebeck president!

CHECKING RECORDS, I noted the great number of years Jim Rutherford had been an R & R member. Jim, the complete Service goes to N.A.L.U. headquarters. I hope you'll have time to read it now, as you did in your G.A. days.

BURTON BIGELOW, GREAT SALES ENGINEER, writes in to applaud the "You Can't Prepare for Chaos" article in this month's "R & R Magazine." Always I am surprised at the many "outside" concerns receiving our 16-page sales magazine. Thanks, Mr. Bigelow!



PAUL SPEICHER  
Managing Editor

THE INSURANCE  
RESEARCH & REVIEW SERVICE  
INDIANAPOLIS



**\$15,000,000,000.00**

## LOOKING FOR A PLACE TO GO

This 15 billion is an economist's estimate of 1942's surplus national income after living expenses, savings and taxes have been deducted. The unwise use of this surplus brings the threat of serious inflation. The intelligent use—for the purchase of life insurance—creates among other benefits a resilient cushion to absorb post-war shocks.

Right in your territory, expanding war industries increase the number of employee groups whose life insurance needs can best be met by Minnesota Mutual's popular payroll deduction plan. This plan is already in force in over 500 concerns and involves practically no expense to the management.

A Quarter Billion Dollar Mutual Company, 62 years old, with an understanding, cooperative Home Office.

**THE MINNESOTA MUTUAL  
LIFE INSURANCE COMPANY**

Saint Paul, Minnesota



## Company Operation in England Is Virtually Normal

NEW YORK—Conditions in England, including the operations of insurance companies, are surprisingly normal, according to John N. Gilbert of the Holborn Agency Corporation, who recently returned to New York City after a seven weeks' stay in London. He made the trip by air both ways. After a few days the visitor gets used to the war-time restrictions of various sorts, he says. As for the English, what with the shortage of personnel and the need of doubling as fire watchers, home guards or in other defense activities in their non-business hours they have little time to debate about the progress of the war.

Insurance companies are now well adjusted to the plan of operating with a skeleton force in London and the remainder of the staff, usually around 75 percent, domiciled outside the city. Each company has a regular automobile shuttle service operating between the London office and the one in the country.

### Might Retain Plan

There has been considerable talk of keeping this arrangement in force even after the war is over as it would have the advantages of not only lower overhead for rent but of enabling the staff to live nearer the office in the country and eliminating much of the commuting that is normally necessary. About half of the insurance personnel like the idea of a dual location for home offices and the other half are against it, according to Mr. Gilbert. However, he feels that when the war is over the trend will be back to the old system of having a single office located in London.

Because of being shorthanded London insurance men must work long hours, usually from 9 a. m. to 6:30 p. m. In addition each person takes a turn about once a week acting as fire-watcher, regardless of his rank in the company. Senior officers of the companies usually spend the bulk of their time at the London office, going out to the country office about once a week.

As far as business is concerned, the marine companies have been hit by shipping losses on the eastern seaboard of the United States but they had a good experience up to 1942. The fire companies of course have lost their continental business but this was not always profitable because of the sharp competition and other factors.

Londoners are extremely interested in news of the United States and are anxious to cooperate in every way with this country, according to Mr. Gilbert but newspapers are necessarily small and so scarce that they are hard to get.

### Large Pension Trust Case Is Written in Connecticut Mutual

The largest pension trust case that has ever been written by the Connecticut Mutual and one of the largest of the type in the country was closed by Louis J. Fink of New York City, the total volume being \$4,000,000, of which \$3,500,000 was submitted to the Connecticut Mutual, the balance because of amount limits being handled by other companies. The plan was known as "pension trust for United Merchants & Manufacturers and subsidiaries." The company pays the entire premium. More than 200 employees with five or more years of service and whose annual earnings were \$3,000 or more were immediately eligible to participate. Normal retirement date is age 65. Since the entire premium is being paid by the company a death benefit equal to one year's salary will be paid to the named beneficiary of the employee should death occur prior to attainment of retirement age.

### E. E. Hess Southeastern Manager at Atlanta

Ernest E. Hess has been appointed resident manager of THE NATIONAL UNDERWRITER Company at Atlanta,

succeeding the late Walter M. Christensen. He will have supervision of THE NATIONAL UNDERWRITER's business activities in the southeast, maintaining his headquarters at 560 Trust Company of Georgia building, telephone Walnut 5867. Mr. Hess has been in the field for THE NATIONAL UNDERWRITER for a number of years, having represented it both throughout the middle west and on the Pacific Coast.

Before joining THE NATIONAL UNDERWRITER, Mr. Hess had an extended and successful insurance career which began



E. E. Hess

in the western department of Aetna Fire, for which he served as an examiner and in other capacities. Later he went with a local agency in Oklahoma City, after which he traveled in Illinois for both Continental and Employers Fire.

### Whitman Is Vice-president

A. R. Whitman has been elected vice-president of Benton & Bowles, New York City, advertising agency. He joined it in 1933 and will continue in an executive capacity on the Prudential accounts and in charge of the agency's war activities.

### Colo. Receiver Is Accused

DENVER—J. D. Blevins, former deputy state insurance commissioner and former receiver for International Mutual Liability of Denver, was accused of embezzlement and larceny by bailee in an information filed by District Attorney Burke.

Although Blevins is charged specifically with taking \$1,515 of insurance company funds in the period from October, 1941, to March, 1942, the district attorney's office is "prepared to prove shortages totalling \$6,000 or more, and the extravagant use of company funds."

The prosecutors said an audit has

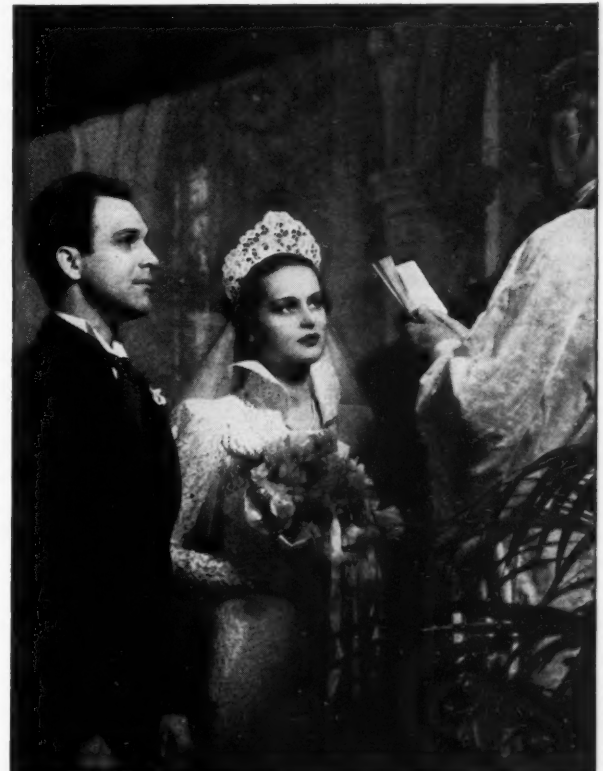
### War Increases Average Policy Size in Canada

TORONTO—One of the important effects the war has had on life insurance in Canada has been a noticeable increase in the average value of policies sold. The highest employment index in the history of the Dominion has resulted in sharp increases in life insurance sales as a whole, but a study of recent Canadian insurance developments by the Sales Research Bureau here reveals that in the first six months of 1942 the average new ordinary life policy was \$1,912, compared with \$1,749 for 1941.

shown that although Blevins handled a total of \$29,568 in company funds from June, 1939, to May 31, 1942, only \$858 of that amount remained in bank accounts and the receiver's cash box, and that "none of the policyholders received any of the money spent."

Get the "Little Gem Life Chart" for rate, value, policy, cost or settlement option questions. \$2.50 from National Underwriter.

**After  
He Says,  
"I Do."**



The sacred obligation of every family man is to produce income during his normal earning period. The new LNL Continuator enables every man to continue his earnings to his family even if he dies . . . and at low cost. The premium per unit of this amazing

policy is the same for all ages, 20-55 inclusive. Best of all, the buyer gets a 25 per cent increase in benefits if he continues his policy in force for six years or more.

LNL field men find this new, modern policy an effective prospecting and sales tool.

**THE LINCOLN NATIONAL LIFE  
INSURANCE COMPANY**

Fort Wayne

Indiana

Geared To Help Its Fieldmen



## Flaws Known But Ignored Found Root of Real Estate Loss

### Change in Neighborhoods' Character, Poor Arrangement of Houses, Head List

NEW YORK—Experience in the sale of residence and business properties taken over through foreclosure during the depression indicates that when such properties have been sold at a loss the loss is nearly always traceable to some adverse feature noted at the time the loan was made and known to constitute a disadvantage but not considered of sufficient importance in the particular case to warrant declination or special limitations.

Change in character of neighborhoods has been the biggest cause of loss, with poor arrangement of houses or apartments running second. It now appears that while careful attention to the probable future of a neighborhood cannot avert all chance of trouble from this source it can certainly reduce the hazard a great deal. It is extremely risky to take lightly such defects as old neighborhoods that are beginning to grow seedy, real estate developments that are not far enough along to be sure of developing, undue proximity to railroads, schools, heavy traffic, or industrial sections. Residence neighborhoods that are changing to business use or to apartments are also hazardous.

Anything freakish, or even slightly out

of the ordinary is likely to be a loss-producer by reason of sharply limiting the number of potential buyers to whom the property might appeal. Large and costly houses also suffer from this limited market, as do houses for any reason not in keeping with the neighborhood. Old houses, even though they may have been remodeled, have a very limited appeal. The marked improvements that have been made in construction and conveniences cause houses to become obsolete almost as fast as automobiles. Even in making a loan on a new house care must be taken to see that it embodies desirable up-to-date features.

Poor quality of construction has been found to account for many sales at a loss. Apparently too much care cannot be given to inspection of properties.

Other though less frequent causes of losses on residences include tenant occupancy, resulting in poor upkeep and heavy depreciation; two-family houses, since a local or general depression may affect both the owner and his tenant; too great distance from school, shopping district or church; absence of extra bathroom in larger houses; suburban houses located too far from the metropolis; lots undesirable in shape or too small for the house; absence of sewer, water, gas, or electrical facilities; location in a section where a large percentage of school pupils is drawn from a nearby less desirable section of town; house plan having doctor's or dentist's office on the first floor, which seriously limits the possibilities of sale.

Losses on apartment buildings have frequently been due to their being situated too far from shopping districts or from transportation or being in a neighborhood not well established as an apartment house section. Business properties should be right in the heart of the best retail districts. Close doesn't count. In the case of outlying business centers it is not enough to be merely in the district but the property should be in the best location in the center.

Other danger signs that result in loss when insufficiently heeded include loans

on buildings constructed for some unusual type of enterprise, poor construction, store buildings with upper floors accessible only through the stores; residences remodeled into stores; furnished apartments, because of their high operating expenses; apartment buildings with only a few apartments; failure to allow for a reasonable vacancy percentage in appraising gross income from apartments and stores.

Failure to provide systematic amortization of loans has been a frequent source of losses on residence, apartment, and business properties but the trend for some years has been in the direction of amortized loans.

### Hettrick Holds Open House

An informal opening of the new office of W. C. Hettrick, Peoria, Ill., general agent of Bankers Life, Neb., was held. Attending were C. H. Heyl, director of agencies; Howard E. English, Chicago general agent, and Joseph Skrinar, Omaha general agent. The office, which is attractively arranged and furnished, is in 927 Jefferson building. The Peoria office will be the headquarters for central Illinois. Mr. Hettrick plans to appoint additional representatives in the territory.

### Writes \$100,000 in August to Show It Can Be Done

Virgil Wright, a leading producer of Franklin Life, became convinced that life insurance not only could be sold under present day conditions, but could be sold in large volume. To prove his theory, he set a goal of \$100,000 paid business for August.

Starting early in the month, Mr. Wright methodically cut into his quota day by day. By Aug. 21 he reported \$87,500, and on Aug. 29, he reached his \$100,000 goal. Then, just for good measure, he sent in one more app on Aug. 31, bringing his total to 21 with volume credit of \$110,000.

This accomplishment, according to Mr. Wright, proves that prospects are not too disturbed to buy—if no sale is made, there should be at least a strong suspicion that the agent is too confused in his own mind and presentation to convince that prospect. People not only still need life insurance, they will buy if it is properly presented to them, he said.



Off for  
Shangri-La

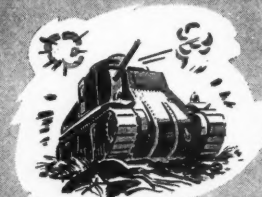
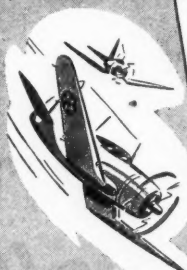
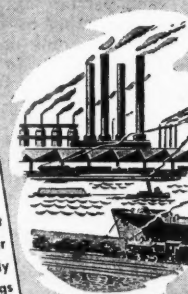
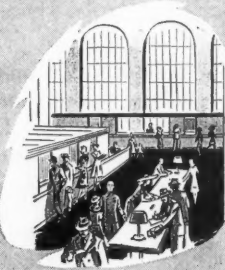
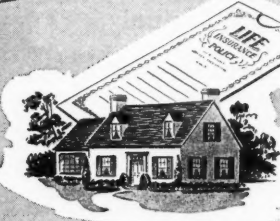
This summer thousands of families who formerly vacationed at the mountains or the seashore, or simply went to visit grandma, are staying at home. You know the reason why.

You know, too, that distance has not lost its lure, that people forced to stay at home will doubly yearn for what they may not have.

That's why alert agents are selling the long vacation days of retirement as antidote for today's frustrated vacation desires.

Liberty National agents are finding the new Retirement Package Plan a tool apt to the task.

**LIBERTY NATIONAL**  
**LIFE INSURANCE COMPANY**  
BIRMINGHAM, ALABAMA  
FRANK P. SAMFORD, PRESIDENT

**LIFE INSURANCE...**  
**Defender of Home and Nation**

America is determined that freedom's battle shall be won. The world's finest weapons are going out to the world's best fighting men. ... Across the continent American Industries have reached high efficiency production at "impossible" speeds. ... American men and women in all walks of life answer the call for converting their money into War Bonds. ...

Life Insurance is playing its part in this great war program, sharing responsibility with other instruments of war. By safeguarding the family unit—by conserving today's greater earnings to provide tomorrow's security—by increasing the flow of funds into essential industries—Life Insurance will help win the war on the financial front!

Only through the combined efforts of a united nation—each theatre of activity essential to the whole—can we defend home and nation and insure the future welfare of America.

**BERKSHIRE**  
**LIFE INSURANCE COMPANY**  
INCORPORATED 1851

FRED. H. RHODES, President Pittsfield, Mass.



## Classification Is Made of Buyers of Life Insurance

### Study Shows Purchases Are Being Made by Middle Group

One-third of the ordinary life policies sold this year are being purchased by men and women earning less than \$1,500 annually, according to a study made in a typical "war month" by the Life Insurance Sales Research Bureau.

This income group, according to War Production Board estimates, will receive 18.8 percent of the total national income in 1942. The dollar volume of life insurance sales to this group accounts for 16 percent of the total.

#### Middle Income Group

Approximately 49 percent of the buyers of ordinary insurance are in the \$1,500 to \$3,000 income level, earning 31 percent of the estimated national income but buying 42 percent of dollar volume of life insurance.

Slightly less than one-fifth of insurance buyers are in the income groups above \$3,000, which have half of the national income, and they are buying 42 percent of the insurance dollar volume.

The report was based on detailed analyses of 12,499 policies for \$30,539,929 of ordinary life insurance sold by 52 large and small companies and selected geographically so as to approximate the distribution of all such sales during the month. Excluded from the study were all classes of group, wholesale and intermediate life insurance as well as the weekly and monthly premium business known as industrial insurance.

#### Half of Buyers Aged 20-34

An analysis of the ages of life insurance buyers showed that half of them were between the ages of 20 and 34.

The remaining half was divided almost equally between persons above and below these ages. The buyers under 20 years, however, took out only 14 percent of the total value of insurance protection written in the month while those 35 and above accounted for 37 percent. The middle group had average sized policies of over \$2,400 and they took out 49 percent of the total dollar volume.

Of adult buyers, one out of four was a woman but insurance written on female lives amounted to only 12 percent of dollar volume. Girls of 14 years and under were insured by 41.3 percent of the juvenile policies issued and the average policy was almost as large as those written on lives of boys. Juvenile policies constituted 15 percent of the number of sales but only 7 percent of dollar volume.

About a third of all life insurance buyers of adult policies were unmarried but because of a small average policy, they account for just over one-fifth of the dollar volume. Almost half of women buyers were single as compared with just over a quarter of the men. Though single women purchased as much insurance on the average as those married, widowed or divorced, single men had much smaller policies than those who were married.

Only 43 percent of May insurance

Have recently purchased midwestern life insurance company. Fifty thousand dollars will purchase one-half interest in company and sole national general agency and active management. Address Q-52, The National Underwriter, 175 W. Jackson Blvd., Chicago, Ill.

## PAYMENTS IN SEVEN MONTHS

American families received \$1,450,065,000 in benefit payments in the first seven months of 1942, according to compilations made by the Institute of Life Insurance.

"A gauge of the increasing importance of life insurance in the life of the nation," said Holgar J. Johnson, Institute president, "is found in the fact that benefit payments in the first seven months exceeded benefits disbursed during the entire year of 1937."

The July total of \$204,396,000 in benefit payments compared with \$203,882,000 in June and with \$216,527,000 in July a year ago.

Of the total \$592,430,000 payments to beneficiaries on death claims in the seven months, \$22,869,000 was accounted for by ordinary policies, \$71,147,000 by group and \$98,414,000 by industrial policies.

buyers were not previously insured and they bought policies of an average value of \$1,777 as compared with an average of \$3,372 per policy for those who already had some life insurance coverage. While only 36 percent of male buyers were uninsured, 65 percent of female buyers had no other protection.

Over one-third of the dollar volume was sold to men and women engaged in the manufacturing business. Exactly one-fifth went to persons in wholesale and retail trade and less than one-twelfth was taken out by persons in the third largest occupational group—the federal, state and city government employees.

When insurance buyers were classified according to their jobs (rather than the industry in which they worked) it was found that workers in factories and mines bought 30 percent of the number of policies and 24 percent of dollar volume. Among these workers about 25 percent of the buyers had income of less than \$1,500 yearly and 67 percent were in the bracket \$1,500 to \$3,000. Only 8 percent had incomes of more than \$3,000.

Among clerical office workers (who bought 14 percent of total policies and

For July alone the total was \$89,707,000 of which \$66,705,000 was ordinary, \$10,750,000 group and \$12,252,000 industrial.

Payments to living policyholders in July came to \$114,689,000 which compared with \$123,745,000 in the month a year ago. The total for the month this year was made up of \$20,444,000 in matured endowments; \$8,360,000 in disability claims; \$14,549,000 in annuities; \$39,084,000 in surrender values and \$32,252,000 in dividends.

In the seven months living policyholders received \$857,635,000 divided as follows: \$57,674,000 in disability payments; \$157,389,000 in matured endowments; \$97,933,000 in annuity payments; \$283,736,000 in surrender values and \$260,903,000 in dividends. This is a remarkable record for the institution of life insurance in war time.

9 percent of dollar volume) 58 percent had incomes under \$1,500 and only 7 percent were earning more than \$2,500. Many white collar workers, however, were classed as semi-executive and semi-professional workers and they bought 10 percent of all policies and 14 percent of dollar volume.

#### Savage's Duties Extended

The Reliance Life announces that the management of its National Capital department, with headquarters in Washington, D. C., has been added to the duties of H. P. Savage, manager of the Seaboard department with headquarters at Baltimore. The Washington office will continue to operate as a separate department and Mr. Savage will divide his time as necessary between the two branches. He went with the Reliance Life as district manager in 1916 at Cape Charles, Va. He became manager in Baltimore in 1921.

#### Open New West Coast Offices

Several hundred friends, policyholders and business associates attended an informal reception and "house-warming"

## South Carolina's Commissioner Is a Young Man

William Egleston, attorney at Harts-

ville, S. C., 33 years old, has been appointed insurance commissioner of South Carolina. He succeeds L. George Benjamin, who has gone into military service. Mr. Benjamin is attached to the reception center at Fort Jackson, Columbia, S. C. He had informed Governor Jeffries that he would not be able to carry on his work as insurance commissioner. Mr. Benjamin was elected at the last session of the legislature to succeed Sam B. King. His term runs to April 2, 1946.



L. G. Benjamin

#### Horrocks Speaker at Peoria

Arthur C. Horrocks, chairman National Association of Foremen, counsel of the Goodyear Tire & Rubber Co. public relations department, will address the Peoria, Ill., "Win-the-War" sales congress Oct. 24 on "The New America." He is nationally known as a public speaker. He formerly headed the Goodyear Industrial University. He will be first speaker in the afternoon session of the congress.

of West Coast Life's new ground floor offices in its home office building in San Francisco. The new quarters will house the mortgage loan and policyholders' service departments and other departmental representatives who come in contact with the general public.

Increase your accident sales with ideas from the Accident & Health Review, \$2 a year, 175 W. Jackson Blvd., Chicago.

## NOW—A Plus CONTRACT for COMMONWEALTH FIELD MEN

Commonwealth Life's new agent's contract pays for:

QUALITY OF BUSINESS  
LENGTH OF SERVICE  
AMOUNT OF PRODUCTION

Our fieldmen are impressed with its fairness and the opportunities it affords for both immediate and future earnings.

For details write:

A. Walton Litz, Manager Ordinary Agency Department

# Commonwealth Life

MORTON BOYD, PRESIDENT

Liberal Commissions

+

Non-forfeitable Renewals

+

Lifetime Service Fee

+

Persistency Bonus

The successful agent  
is the equipped agent

HOME OFFICE LOUISVILLE

## Sets Up Budget for Prospect

Surmounts Tax, War Bond Problem  
by Helping in Practical Manner

NEW YORK—With prospects having to pay higher income taxes and being asked to put 10 percent of their incomes into war bonds the agent accustomed to dealing with professional men and high grade business men is likely to become profoundly discouraged unless those charged with his supervision appreciate what he is up against—preferably by going out and learning at first hand—and then pitch in and help him in the most practical ways possible, according to Paul Orr, assistant to Manager R. E. Myer of Mutual Life, New York City.

One of the best ways of overcoming the objection of the prospect who is sure he won't have any money for life insurance premiums after paying taxes and buying war bonds is to set up a budget for him so that he can plan his expenditures on a systematic basis, Mr. Orr has found. The prospect who is worried about his extra expenditures can usually be brought down to earth by saying, "I realize that budgets have been upset by the many changes recently, but there is a reasonable proportion of your income that should go into life insurance. Let's find out what that is." Most men want to do what is reasonable if you can show them what it is, Mr. Orr says.

### Must Be Financial Consultant

At the same time, it does no good to talk generalities on this point. The agent must be a financial consultant and this means sitting down with Mr. Prospect and going over his income and expense figures item by item. Sometimes it is found that certain expenditures are out of line with the man's income. If it is a fairly long range commitment like rent, for example there is nothing immediate that can be done about it, except call it to the prospect's attention. Back when cars could be bought without a priority it often turned out that a prospect was driving a car that was needlessly expensive in first cost and upkeep.

Here again nothing immediate can usually be done, although Mr. Orr did succeed in persuading one young man to give up a car that was far too expensive for his income. Until the budget analysis laid the figures before him, the prospect had no idea of the disparity between his income and the amount he was spending on maintaining an automobile which was almost wholly a luxury, since he lived in a built-up part of New York City.

### Money Slips Through Fingers

Of course lavish expenditures for new cars no longer present a problem but in almost every case a careful analysis of income and outgo shows that a lot of money slips through the prospect's fingers without his knowing exactly where it went. It is distressing to him to find this out. Not being able to remember what he got in return for what he spent, he feels almost as if it gone through a hole in his pocket.

The policyholder is always delighted to have a realistic, carefully detailed budget plan. He then knows exactly what he can spend on any given class of purchase. He doesn't have to worry about a \$30 doctor bill because he will have anticipated it and set aside enough each month to take care of such items. The budget analysis also makes him conscious of what a small proportion of his income is going into things of permanent value, such as life insurance, and he can more easily be persuaded to correct the disparity.

### SAVINGS EARMARKED

An excellent feature of the budget setup which Mr. Orr uses and recommends is the separation of items of outgo into three classes: expenditures to be met by the husband, those to be met by the wife, and specified amounts to go into the savings bank each month, each earmarked for a particular pur-

(CONTINUED ON NEXT PAGE)

## Sample of Paul Orr's Work for Client

Monthly Items		Monthly Distribution		
		To Mr. Doe	To Mrs. Doe	To Savings Bank
Housing (rent)	\$ 65.00		\$ 65.00	
Light, fuel, telephone:				
Gas and electricity	7.00		7.00	
Coal	12.50			12.50
Telephone	5.00		5.00	
Food				
Household (including milk)	48.00		48.00	
Mr. Doe's lunches	5.00	5.00		
Dry goods and clothing...	25.00		25.00	
Labor and services:				
Beauty parlor	3.00		12.00	
Maid	9.00			
Dentist, physician, drugs...	10.00			10.00
Education, books, stationery (magazines)...	3.50		3.50	
Church and charities	3.00		3.00	
Laundry and cleaning	7.50		7.50	
Amusements and vacation	20.00			20.00
Household supplies (cigarettes, etc.)	7.50		7.50	
Auto expense:				
Gas, oil, license	11.00		11.00	
Insurance and repairs	4.00		4.00	
Insurance:				
Hospitalization	2.00	2.00		
Group	3.00	3.00		
Life	26.00			26.00
Social security taxes	3.00	3.00		
Miscellaneous	20.00		20.00	
Total	\$300.00	\$24.00	\$207.50	\$68.50

### Mississippi Appointment

Commissioner Williams of Mississippi has appointed Sam B. Ross as field representative and investigator for the in-

surance department. He will give his attention largely to investigating alleged illegal insurance practices and particularly those relating to unlicensed or unauthorized companies.



*"One of the Best"*



This fast, heavily armed Torpedo Patrol Boat is "One Of The Best" weapons that Uncle Sam has developed for quick jabs at enemy battle fleets.

Central Life, now in its 47th year, strong, resourceful and progressive in meeting the challenge of these unusual times, is recognized among Life Insurance Companies as "One Of The Best."

**CENTRAL LIFE**  
ASSURANCE SOCIETY  
(Mutual)

Home Office  
Des Moines



## MUTUAL TRUST LIFE INSURANCE COMPANY

HOME OFFICE  
CHICAGO



FIELD BUILDING  
ILLINOIS

*"As Faithful as Old Faithful"*

### IS THE GENERAL AGENCY SYSTEM ON ITS WAY OUT?

The answer to that one is that practically all mutual net level premium companies have been built up under that system and are making steady and substantial progress year by year.

So long as freedom reigns in a free land and men are born who learn how to crack the whip over their own backs the General Agency System will continue to grow and prosper.

A small group of successful General Agents has, in 37 years, built up for Mutual Trust, assets of 55 millions and insurance in force of 200 millions. There is no death rattle in that.

*Nothing Better in Life Insurance*



## Setting Up Budget for Prospect Wins Sales

(CONT'D FROM PRECEDING PAGE)

pose, such as fuel, insurance, doctor bill fund, and vacation fund. Policyholders who have the resolution to stick with a budget like this become closely tied to the agent, who is therefore in a particularly good position to know about changed conditions calling for additional insurance or changes in present coverage. One client even went so far as to turn all his salary checks over to Mr. Orr and give him power of attorney, including the sole right to pay money out of his bank account.

In addition to having such practical ways of meeting today's objections it is vital that the agent be thoroughly sold on the life insurance business and the possibility of making sales. This has been a real problem in New York City, where sales of ordinary for June were off 28 percent, the greatest drop shown by any of the eight largest cities. Unless the agent is really steamed up he is altogether too likely to be pulled down by the gloom exuded by many of his accustomed prospects. The agent has to have enough enthusiasm not only to carry himself but also to yank the prospect up out of his personal depression.

### "Did You Get Your Share?"

A good starting point to restore the perspective of the discouraged agent, according to Mr. Orr, is to point out to him that when the end of the year rolls around the record will show that a vast amount of life insurance has been sold.

"We are going to ask ourselves, 'Did we get our share?'" he tells the agent. "How are we going to operate so that we can answer, 'Yes!'"

### Sample Budget Plan

On page 10 is one of Mr. Orr's budget plans worked out for a foreman in a war plant. It will be noted that the item for lunches is only \$5 a month. This is because the policyholder carried his lunches from home and the \$5 was merely to buy coffee and incidentals. Also the absence of any expense for transportation to and from work is due to the policyholder's using his car. This also explains why the automobile expense item is higher than it might otherwise be.

## Sales Procedures Keyed to the Hour Are Suggested

Guy H. French, agency director at Sioux Falls, S. D., for New York Life, gave some suggestions on effective present day sales procedure in his address at the convention of the South Dakota Life Underwriters Association.

Retirement income contracts have a great appeal, he said, and in presenting them, the agent should show in a simple, understandable way that the young man 30 to 35 years of age can provide for himself a retirement income to begin when he is, for instance, 65, for less than one-half the savings he would have to make in any investment where he could be sure of receiving at least 3 percent. An individual is unable to invest a sum year after year, collect the interest, and reinvest it over any appreciable period without suffering losses. Yet a retirement income contract guarantees to do that which a man wants to do and provides the fund he would like to save for himself and for his family if he does not survive.

Workers in war industries are earning a great deal of non-spendable money, he said. The agent must prepare himself to conduct intelligent prospecting among this group. There are thousands of little homes in outlying districts of metropolitan areas which have been built in recent years and on which there are mortgages. The family income policy settled on a commuted basis is admirably suited as a mortgage cancellation policy.

## Selling Insurance to Defense Workers

H. C. Innes, Manufacturers Life, Draws on Experience of Agents in Canada

TORONTO—H. C. Innes of the field service department of the Manufacturers Life of Toronto, in discussing life insurance production in war times gives it as his opinion that the problem resolves itself into two different ones: First, how to contact defense workers and, next, what special technique, if any, is necessary to sell these prospects. In commenting on the subject, Mr. Innes has had the opportunity of observing the production of life insurance among defense workers in Canada since it entered the war. He says:

"Regarding the first point it seems that no general formula can be laid down which can apply in every case. All the familiar techniques can and are being used to contact this group. For example, a number of representatives have been successful in securing from centers of influence in defense plants, not only names and addresses but introductions to their fellow workers. On the other hand, some life underwriters have contacted similar groups by canvassing in the area where defense workers live and making appointments with their wives for subsequent interviews, then proceeding on an endless chain basis. As always, the success of such methods will be limited only by the ingenuity and thoroughness of the underwriter employing them.

### Change Working Habits

"Many agents have found that it is necessary for them to change their working habits to enable them to see a greater number of workers who, because they are working on night shifts, are not available at the usual times for canvassing. It is obvious, however, that the problem of when to see defense workers will have almost as many answers as there are individual underwriters. The underwriter who is willing to adjust his working schedule to conform with the situation which exists in his particular locality will undoubtedly have his own reward. Human nature is such that it resists the tendency to change established habits and for one underwriter who makes the change there will probably be two who are still canvassing during the old hours.

"Regarding the technique of selling to defense workers, we feel that if the underwriter properly appreciates the viewpoint of the average man, whether in a defense industry or out of it, there should be no serious difficulty. The basic needs for life insurance—protection for the family in the event of the breadwinner's death and security for retirement years—are intensified in the case of the war worker. These same reasons that have convinced white collar workers will have equal power with the skilled mechanic.

### Fear Prosperity Temporary

"There is one thing, however, about which he will have to be particularly sympathetic. Many employees of defense industries feel that because their plant is turning out war equipment their jobs are only sure for the duration and accordingly they are wary about any commitments which will extend very far into the future. It need hardly be said that this feeling is a most understandable and logical one and a satisfactory answer must be found before the sale can be made. A number of suggestions have been made as to how this can be done by premiums paid in advance or by pointing out the safety factor of the paid-up values and doubtless there are many more ways that this objection could be answered.

"With regard to recruiting, it seems doubtful whether the special men who have not been in the business could be

## Your Life Insurance Dollars Are Helping to Defend America

Every dollar you put into life insurance directly aids national defense; much of the money currently being invested by life insurance companies goes into U. S. Government securities.

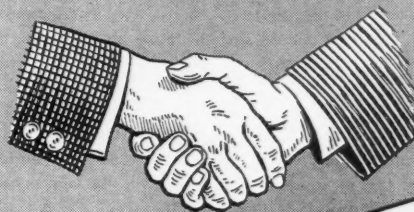
Every dollar you put into life insurance is a guarantee against future want and privation for yourself or your family, a token of your self-reliance, foresight, and thoughtfulness for others without which democracy cannot survive, however well it may otherwise be defended against aggression.

This important contribution to national defense and the national welfare being made quietly and without fanfare by you and 68,000,000 other Americans who have joined together in a voluntary program of protection and saving, is possible only in a country where free institutions prevail. American life insurance is a living example of the truth that no power on earth is as great as the voluntary efforts of free men and free institutions working together in a common cause.—From a Northwestern National Life premium notice enclosure.

recruited into our business at the present time would be of real value. Most of such men would be already employed or looking for employment as defense workers themselves. It seems to us that opportunity is knocking at the door of the average underwriter even although his contacts until now have been with business and professional men. As you know, in the past six months life insurance sales in Canada have shown a marked upswing although severe taxes were pending and there are many other war-time demands for the surplus funds of the average citizen. Much of this

business has come from defense workers and the vast bulk has been secured by life underwriters who have been in the business for some years."

Don't be 'too obliging' when the prospect says: "Let me think it over." If you leave it at this, you lose about \$5 worth of time you had spent on him. Thousands of applications were rejected by American life insurance companies last year because people took too long to "think it over" and their families will have to suffer the consequences.—Equitable Agency Items.



"A Friendly Group  
to Join for  
Steady Progress"



THE  
OHIO NATIONAL  
LIFE INSURANCE  
COMPANY

CINCINNATI, OHIO T. W. APPLEBY, President

## EDITORIAL COMMENT

### A Money-Saving Suggestion

A suggestion that might well be brought to the attention of policyholders in the course of the unusually heavy amount of program reviewing that agents are being called on to do currently is to change quarterly or semi-annual premiums to annual wherever this is at all feasible. Annual premium business not only has a consistently lower lapse ratio than premiums paid more frequently but the insured who pays on the quarterly basis is paying an interest charge that is clear out of line with today's interest levels.

This is no reflection on the companies, for they would much rather have all their business on the annual basis and forego the interest charged for quarterly and semi-annual payments. Not only would their persistency be better but the cost of handling the usually small amounts involved, the extra premium notices and the additional accounting, to say nothing of telephone calls or personal entreaties to dilatory policyholders, offset most or all of the interest that is charged for quarterly and semi-annual premiums.

There are undoubtedly thousands of policyholders who started out on the quarterly or semi-annual basis who are now well able to lay the money on the line for the full annual premium. The number must be far greater today than ever before, with the war activity bringing greater earnings to many who were just getting by before. At the same time, very few men are making so much money that they would continue to pay the very substantial extra percentage charged for quarterly or semi-annual payments if they realized how much the privilege was costing them per year and particularly how much it would amount to over the presumable life of the policy.

It may be that many agents fail to appreciate the relatively high interest rate that is charged in terms of percent per annum. For example, a fairly typical method of determining the quarterly premium is to add 6 percent to annual premium and divide by four. Six percent has quite a reasonable sound. It is the percentage charged

on policy loans on nearly all policies except some of the oldest and the newest. Six percent may seem a little high in view of today's interest returns but few would regard it offhand as being so onerous as to make it worth while to give up the convenience of the quarterly premium basis.

But it does not take an expert in differential calculus to figure out that when an insured with a \$100 annual premium pays one-quarter of \$106 every three months he is paying a good deal more than 6 percent per annum for what is, after all, a loan of the money represented by the unpaid installments. Allowance must be made, of course, for the fact that the company's practice in such a case would be not to collect any of the quarterly payments not due at the time of the insured's death.

Neglecting the interest element in each payment, the face amount of the insurance coverage which these payments represent ranges from \$75 down to zero during the policy year and is equivalent to an average coverage of \$37.50. Assuming the annual net premium for ordinary life to be about 3 percent at the usual ages at issue, about \$1.12 of the \$6 added charge for the quarterly basis represents the insurance cost.

As far as interest alone is concerned, the quarterly premium payer is putting out \$4.88 interest for three months' use of \$25, plus six months' use of another \$25, plus nine months' use of a third \$25, or in the aggregate, 18 months' use of \$25. This is the same as paying \$19.52 for 18 months' use of \$100, or to reduce it to a per-annum basis, \$13 for 12 months' use of \$100—which is 13 percent per annum.

Few policyholders would willingly go out and borrow money at such rates just to obtain the privilege of paying quarterly instead of annually. Most of them by rearranging some of their other obligations could undoubtedly shift over to the annual basis. The policyholder would save money and the agent and company would enjoy better persistency and cut their bookkeeping and conservation work substantially.

### More Women Can Buy Insurance

SOME agents are overlooking the employed women as prospects for life insurance. Women in industry, in office and in other occupations have come to the front in large numbers dur-

ing the last six months or so. They are being paid fairly well. It is estimated that 53,000,000 people today are gainfully employed in this country and that about 25 percent are women. Never

has so large a percentage of women been employed.

Many of these are getting very fine salaries, especially those engaged in what might be called government or defense industry work. More and more women are being trained in business life and because so many are making

good they will continue permanently. They are paid better today than ever, especially in certain lines that are at least temporarily prosperous. Hence it would seem that women might well be considered excellent prospects. In many ways they are more responsive to life insurance than men.

## PERSONAL SIDE OF THE BUSINESS

Oscar A. Lichtenberg, treasurer of Wisconsin National Life, was honored by business associates and friends at a dinner marking his 30th anniversary with the company. He started as an errand boy and advanced through various posts to his present position. G. A. L'Estrange, vice-president and agency manager, was toastmaster. Speakers in addition to Mr. Lichtenberg were Dr. J. M. Conley, medical director; Otto Gauger, auditor; A. R. Ganther and A. C. Eastlack, actuary. The honor guest received several gifts and mementos of the occasion.

Arl N. Anderson, supervisor of the policy changes department in the home office of Pacific Mutual Life, has just celebrated his 40th anniversary with the company.

E. H. Mulock, president of Central Life of Iowa, who had been hospitalized since last May 22, has now been removed to his home in Des Moines but it will still be some time before he is able to return to the office. He was first taken with pneumonia and then became seriously ill with toxic poisoning.

Fred Hofmayer, one of the leading producers of the J. Elliott Hall agency of Penn Mutual in Newark and district manager of the agency in Paterson, N. J., is in the hospital there, suffering from a heart ailment. He will be confined to the hospital for at least two weeks.

E. D. Griffith, assistant secretary of Colonial Life, has rounded out 40 years in the home office and has been with the company 42 years. He started as an agent in 1900 and went to the home office in 1902, serving as field supervisor and agency supervisor before assuming his present position. He has been editor of the "Colonial News" since 1936.

J. Hawley Wilson, Massachusetts Mutual general agent in Oklahoma City and president of the Oklahoma Association of Life Underwriters, was named director of the Better Business Bureau of Oklahoma City.

Cecil Woods, president of Volunteer States Life, of Chattanooga, acting as chairman of Hamilton county war bond sales, led a drive that contributed to the sale of \$641,000 in war bonds in one day. A dinner, featuring the presence of Miss Greer Garson, well-known Hollywood star, was attended by more than 450, the price of admission being the purchase of at least a \$1,000 war bond. For this one-day drive, Mr. Woods and his committee set a quota of \$500,000 in war bond sales.

Myron C. Gardner, city manager of Ohio State Life in Detroit, ranked first

among all agents of the company and his agency ranked first in amount of insurance written in August.

## DEATHS

Andrew Ziebold, formerly home office inspector of Prudential in Indianapolis, died at Pasadena, Cal. He joined the company as an agent in 1893 and became inspector in 1926. He had been retired for some years.

Sergeant Lester M. Galloway, formerly in the renewal department of Pacific Mutual Life at the home office, died in Alaska, while on duty with the army. He is the first Pacific Mutual Life man to die in service in the present war.

Mrs. Mary B. Foley, 69, mother of General Agent Timothy W. Foley of State Mutual Life in New York City, died Sept. 3 after an illness of several months. Mrs. Foley made her home with her son at Manhasset, L. I. She was responsible for obtaining for him his first job in the life insurance business, office boy at Equitable Society home office.

Lucius B. Webb, 64, Atlanta cashier of Mutual Benefit Life for more than 30 years, died after an extended illness.

Guy L. Tyler, 58, claim adjuster of American National at Chattanooga, Tenn., died in a hospital there. He had been with the American National more than 10 years.

H. W. Hoey, 66, former general agent of Connecticut General Life for 25 years in Youngstown, O., died from a heart ailment. He retired two years ago.

## Convention Dates

Sept. 14-15, International Claim Association, Chicago, Edgewater Beach Hotel.

Sept. 28-Oct. 1, National Fraternal Congress, Chicago, Morrison Hotel.

Sept. 30—Life Office Management Association, Business Session, New York City.

Oct. 5-8, American Life Convention, Chicago, Edgewater Beach Hotel.

Oct. 15-16, Institute of Home Office Underwriters, St. Louis.

Oct. 19-21, Actuarial Society of America and American Institute of Actuaries, Royal York Hotel, Toronto.

Oct. 24, Illinois State Association of Life Underwriters mid-year meeting, Peoria.

"What to Know About Life Insurance"—the technical side in salesmen's language. By Duryea. \$1.50. Order from National Underwriter.



## THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO. Telephone Wabash 2704.

EDITORIAL DEPT.: C. M. Cartwright, Editor. Levering Cartwright, Managing Editor. News Editor: Kenneth Force. BUSINESS DEPT.: John F. Wohlgenuth, President. H. J. Burrig, Vice-President and Secretary. John Z. Herschede, Treasurer. W. A. Scanlon, G. C. Roeding, O. E. Schwartz, Associate Managers.

CINCINNATI OFFICE—420 E. Fourth St. Tel. Parkway 2140. L. H. Martin, Abner Thorp, Jr., and C. C. Crocker, Vice-Presidents.

NEW YORK OFFICE—123 William St., Tel. Beekman 3-3958. Editorial Dept.—G. A. Watson and R. B. Mitchell, Associate Editors. Business Dept.—N. V. Paul, Vice-Pres.; J. T. Curtin and W. J. Smyth, Resident Managers.

ATLANTA OFFICE—560 Trust Company of Georgia Bldg., Tel. Walnut 5867. E. E. Hess, Resident Manager.

BOSTON OFFICE—944 Park Square Bldg., Telephone Hubbard 8696. R. E. Richman, Vice-President.

DALLAS OFFICE—617 Wilson Bldg., Tel. Riverside 3383. Fred B. Humphrey, Resident Manager.

DES MOINES OFFICE—3333 Grand Ave., Tel. 7-4677. R. J. Chapman, Resident Manager.

DETROIT OFFICE—1015 Transportation Bldg., Tel. Randolph 3994. A. J. Edwards, Resident Manager.

MINNEAPOLIS OFFICE—500 Northwestern Bank Bldg., Tel. Geneva 1200. R. W. Landstrom, Resident Manager.

PHILADELPHIA OFFICE—1127-123 S. Broad Street. Telephone Pennypacker 3706. E. H. Fredrikson, Resident Manager.

SAN FRANCISCO OFFICE—507-8-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Res. Mgr.; Miss A. V. Bowyer, Pacific Coast Editor.

Subscription Price \$3.50 a year (Canada \$4.50). Single Copies, 20 cents. In Combination with The National Underwriter Fire and Casualty, \$6.00 a year (Canada \$8.00). Entered as Second-class Matter June 9, 1900, at Post Office at Chicago, Ill., Under Act, March 3, 1879.





"We're investing in war bonds, so this takes the place of an engagement ring."

## NEWS OF THE COMPANIES

### Pacific Mutual Examination Report Is Released

The report of the convention examination of Pacific Mutual Life as of Dec. 31, 1941, has now been released, showing assets of \$254,514,270, reserve on life policies \$188,875,823, capital \$1,000,000, and net surplus \$6,592,441. As between the various departments in the company the assets in the participating life department were \$160,251,215, in the non-part department \$62,314,686, accident and health \$24,997,750 and corporate \$7,284,991.

Participating life insurance in force is \$359,983,366, non-par \$236,142,751. Participating life insurance written last year was \$15,010,618, non-par \$27,628,120. There was a total of \$126,979 in annual income in connection with new annuities written. Non-cancellable accident and health premiums were \$1,998,868 and other A. & H. premiums \$2,959,062.

Having in mind the possibility of mutualization, as provided for in the rehabilitation and reinsurance agreement, the examiners state that the matter of stimulating the sale of participating insurance was discussed with the company officers who have advised that the matter is being given careful consideration.

#### Division of Term Insurance

The examiners state that the non-participating department has issued a substantial volume of term insurance for some time past, but recently the participating department adopted a term form which is producing a fair volume. A special dividend option has been added to participating forms granting the policyholder the right to use current dividends to purchase one year term insurance. This option must be selected at time of policy issue, or if at a later date upon evidence of insurability.

In the accident and health department the usual commercial forms are issued. A substantial volume of railroad accident and health business is written on a salary deduction basis. A life rider

is issued in connection with railroad A. & H. policies providing a limited amount of coverage in event of death from any cause.

The double indemnity features in connection with life contracts are separate contracts and are issued in the accident and health department. These contracts had heretofore been subject to cancellation but in 1941 a new form was adopted guaranteeing the right of renewal.

In 1941 Pacific Mutual formulated a basic general agents contract, to become effective in 1942, which has been generally accepted in lieu of the old contract.

#### Restoration of Benefits

Examiners point out that restoration of non-cancellable accident and health benefits which were scaled down in the rehabilitation in 1936, in so far as it is possible to do so is a condition assumed by the new company. Recent investigations by actuaries not connected with the company indicate that it would require a minimum of \$20,553,112 additional reserves fully to restore these benefits as of Sept. 30, 1940. There has been a net increase in surplus of \$1,301,660 on this class of policies since the date of rehabilitation.

The examiners stress the belief that Pacific Mutual is continuing a sound and conservative policy in its method of operation. The states participating in the examination were Oklahoma, California, Alabama, Colorado, Illinois, New Jersey and Virginia.

Pacific Mutual's largest business is in California. Its total 1941 premiums from that state were \$6,023,668. Then came Ohio with \$2,002,029, then Texas \$1,849,666 and then Illinois \$1,312,762 and Virginia with \$1,085,377 was the other state that produced a million dollars or more in premiums.

### Jas. S. Baldwin Handles Tex. for Security L. & A.

James S. Baldwin of Austin has been appointed assistant superintendent of agencies of Security Life & Accident of Denver and will have charge of Texas. He has just completed a term as president of the Austin Life Underwriters

## ROSE GLASSES FOR BLUE

Three men were in a slump—their low morale disturbing others. Finally they agreed to try the Head Office Lead Service.

In the first month they wrote thirteen cases from leads, with \$5,333.20 in premiums—developed collateral business too. Blue glasses gave way to rose colored glasses. The whole office benefitted.

This is a typical example of Fidelity's Lead Service as it has operated for twenty-seven years during which \$256,525,101 of business has been written as a direct result—with millions more indirectly.

This, too, is but an example of the complete working kit available to Fidelity agents.

*The* **FIDELITY MUTUAL LIFE**  
INSURANCE COMPANY  
PHILADELPHIA  
WALTER LEMAR TALBOT, *President*

82 YEARS OF SERVICE

**THE**  
**GUARDIAN LIFE**  
INSURANCE COMPANY  
OF AMERICA  
NEW YORK CITY



**A MUTUAL COMPANY**  
**ESTABLISHED 1860**

Association and was for 10 years with Southland Life.

### Harr Resigns; Dickinson Is Named Agency Assistant

Worley Harr has resigned as vice-president of Shenandoah Life after 13 years' service and has gone to Atlanta where he is expected soon to announce his future plans. For the last two years he has had charge of the agency division.

G. Nelson Dickinson, Jr., assistant secretary, has been appointed agency assistant and assigned to duties in the agency division.

Mr. Dickinson is 31 and a native of Roanoke, Va. He received his B.S. degree in commerce from University of Virginia in 1933 and is a Phi Beta Kappa. He went with Shenandoah Life immediately after graduation, but resigned in 1937 to go with Mackubin, Legg & Co., investment brokers, Baltimore. In 1938 he became associated with Jefferson Standard Life and later returned to Shenandoah Life as branch office auditor. In September, 1941, he was appointed assistant secretary.

### E. G. Wright Heads Cashiers

E. G. Wright has been appointed cashier in charge of the cashiers department at the home office of State Mutual Life. He has been with the company since 1919, starting in the audit department. He was later with the claim department and then became a member of the treasury group.

### United Benefit Capital Higher

United Benefit Life of Omaha has increased its capital from \$300,000 to \$600,000.

## CHICAGO

### MAINTAINS AUGUST RECORD

For the sixth consecutive year the Zimmerman Agency in Chicago of Connecticut Mutual Life registered a gain in new business in August, according to H. C. Hunken, general agent. There was an increase in both life insurance and in paid annuities.

The agency is now engaged in a task force campaign to run throughout September. Prizes which will consist of cigarettes and other gifts and will be given to the eight members of the agency now in the armed services.

Clark J. Gutmann of the agency has entered the navy school at Notre Dame University.

### WHITNEY SPEAKS TO SUPERVISORS

Russell C. Whitney, assistant general agent J. G. Hill agency of Connecticut Mutual Life in Chicago, spoke to the Life Supervisors Association of Chicago on "Getting Business Today."

### DEFER LUNCHEON OF DIVISION

The luncheon of the insurance division of the Illinois chamber of commerce which was scheduled to be held Oct. 8 has been deferred to some time in November. It was found impossible to secure a commitment for that date from the prominent speaker who had been selected.

### WIESE BUSINESS UP 20%

The Raymond J. Wiese agency in Chicago for Northwestern National Life reports a 20 percent increase in new paid business during August. The agency has produced 40 percent of its quota in a three-months achievement campaign now in its second month. The Wiese agency was the third highest in the company in August.

### W. A. ALEXANDER PARLEY

The annual organization meeting of the W. A. Alexander & Company agency of Chicago was held Wednesday afternoon and evening. At the afternoon session numerous leaders in

## LIFE AGENCY CHANGES

### Clarkson and Shaw Join Occidental, Cal.

Two new midwestern general agents have been named by Occidental Life of California, George M. Clarkson in Des Moines, and Hugh A. Shaw in Peoria.

Mr. Clarkson has been associate



GEORGE M. CLARKSON

Iowa general agent for Kansas City Life. He started with Aetna Life in Des Moines in 1932. After two years in the casualty division he transferred to the life department, to assume charge of underwriting activities. Two years later he was promoted to accident underwriter for the life department. In 1937 he entered personal production and in 1939 led all Aetna agents in Iowa. Last year he went with the Kansas City Life, also being

the agency gave selling suggestions. The theme of the meeting was "Making Big Ones Out of Little Ones," and the various speakers emphasized the opportunities that exist for turning individual personal accounts into valuable contacts that lead to the acquiring of larger commercial lines. At the evening meeting which was attended by the wives, Wade Fetzer Jr., vice-president of the agency, made the main talk.

associate general agent of General Accident.

Mr. Shaw was formerly manager in Peoria for Indianapolis Life. He has



HUGH A. SHAW

been in life insurance work since 1924, when he started with Metropolitan Life in Peoria. He was promoted to assistant manager for Metropolitan in 1927 and in 1934 went to Quincy temporarily as manager. Then he became a general travelling assistant for the northern portion of Illinois. In 1935 he returned to the Peoria as assistant manager, remaining in this post until 1937, when he became manager for Indianapolis Life.

### Heard Heads Alabama for Life of Virginia

Frank C. Heard has been appointed manager of the ordinary department of the Life of Virginia for Alabama with headquarters at Birmingham. He succeeds W. A. Berry, manager for north Alabama for ten years, who is resigning on account of impaired health. Mr. Heard entered life insurance after the world war as an agent. He has been assistant manager of a Birmingham agency and later served as home office supervisor in North Carolina. He is a native of Georgia. In addition to heading the Birmingham office he takes over the collection of premiums and servicing the business credited to the former

Montgomery agency, which has been merged with Birmingham.

### Mutual Benefit Change in Va.

William E. Davies, who has been appointed managing agent of Mutual Benefit Life in Richmond, Va., has been for 2½ years sales manager in Pittsburgh. He succeeds Horace M. Clay, who resigned as general agent to become a lieutenant in the naval reserve. Mr. Clay has been assigned to the navy's bureau of ships with engineering duties.



W. E. DAVIES

Mr. Davies has had more than 12 years of experience in production and supervisory phases of the business. He entered the business in Newark in 1930 after selling food products in the south and automobiles in the east. In 1940 he relinquished a general agency in Louisville, Ky., to join Mutual Benefit in Pittsburgh as sales manager.

He was president of the Life Agency Supervisors Association of Northern New Jersey in 1939 and has been prominently associated with life underwriter and supervisory activities in various cities where he has worked.

### Hoyt Pinch-Hits for Porter

Merle L. Hoyt has been named acting general agent of Lincoln National in Wichita, Kan., pinch-hitting for Leo R. Porter, Kansas general agent, who is secretary of the Wichita Life Underwriters Association, and former president of the Kansas association. Mr. Porter has been granted leave of absence to serve as deputy state administrator for Kansas of the war savings staff. While Mr. Hoyt has been with Lincoln National less than a year, he has done an outstanding job. The agency will be continued in the name of Mr. Porter, who has opened an office in Wichita, although he will be traveling over the state working with life underwriters in campaigns for the payroll deduction plan among employees for purchase of war bonds.

The Repass Insurance Agency, Waterloo, Ia., has been appointed general agent there by Minnesota Mutual Life.

# THE MANUFACTURERS LIFE

Complete Brokerage Facilities

All Life, Endowment and Annuity Plans.

Standard and Sub-Standard Risks.

Favourable Par and Non-Par Rates.

Foreign Travel Coverage.

INSURANCE IN FORCE, 632 MILLION DOLLARS

(Including Deferred Annuities)

ASSETS, 205 MILLION DOLLARS

INSURANCE COMPANY

HEAD OFFICE  
TORONTO, CANADA  
Established 1887



## LIFE SALES MEETINGS

### Republic National Holds Agents' Convention

Republic National Life of Dallas held its annual agent's convention in that city last week. The problem of selling insurance in wartime was emphasized and the importance of women in the present setup was given considerable attention.

At the first morning's session, under the chairmanship of M. Allen Anderson, vice-president and director of agencies, there were several talks by Ward Phelps of the Sales Research Bureau. Mr. Phelps spoke on "today's markets," "need for organized sales talks," "morale and motivation," and the importance of success today.

The following morning's session was preceded by a general agents' meeting. At the general convention, President T. P. Beasley presented awards, certificates, and pins to 22 agents who had outstanding records over the past year. There were brief talks by members of the President's Company Leaders Club, the officers of which are: Jack G. Oltorf, president; E. M. LeVeque, vice-president, and M. F. Simmons, secretary.

In the afternoon the principal speakers were Stanley Clay, attorney and director of American Savings Life of Kansas City, which is owned by Republic National; Z. Starr Armstrong, director of education and public relations of Republic National, and Manual Burke, supervisor of the O. R. McAtee agency, San Antonio.

The wives of all members attending the convention held an informal convention of their own, and were invited to all regular sessions of the company convention.

### B. M. A. Rally in Columbus

Business Men's Assurance held an all-day sales meeting in Columbus Saturday. E. W. Welton, local manager, was in charge and speakers were President W. T. Grant and O. R. Lockhart, West Virginia manager.

### Oregon Commissioner Is Speaker

Commissioner Seth B. Thompson spoke on "The Second Front for Life Insurance Agents" at a meeting of the Oregon agency of Equitable Society at Gearhart Beach.

### Aetna Coast Meeting Oct. 1-5

The convention of general agents of Aetna Life in the Pacific Coast territory will be held at Sun Valley, Ida., Oct. 1-5.

### Equitable's Northern Cal. Agencies Hold Parley

The northern California agencies of Equitable Society held an educational conference at Del Monte Lodge, Pebble Beach, Cal., this week. The theme was "the life underwriter in wartime."

Vice-president Vincent S. Welch from the home office was the guest of honor. Other guests were Curtis G. Smith, cashier, San Francisco; W. S. Campbell, cashier, Oakland; Dr. T. G. Dabney, medical referee; Walter E. Pauly, divisional group supervisor, and Clayton B. Turner, loan supervisor.

Some 50 members of the R.F.E. Wiedemann agency in San Francisco and the A. D. Hemphill agency in Oakland and their wives attended.

### State Farm Oregon Meeting

About 100 Oregon agents of the State Farm companies gathered in Portland for a two-day business conference.

Paul W. Knaupp, state director of the organization, presided. War bonds were given to high production agents instead of the regular bonuses. Guest speakers were A. W. Tompkins, agency vice-president, and J. H. Parsons, agency director.

### Beneficial Regional Meetings

Harry J. Syphus, superintendent of agents of Beneficial Life, is conducting several regional agency meetings. Sessions already have been held at Lake Tahoe, Cal., and Los Angeles. Others are scheduled at Winslow, Ariz., and Sun Valley, Ida.

## MANAGERS

### Agency Heads' Conference to Be Held in Chicago

A Sales Research Bureau managers conference will be conducted Oct. 5 at the Knickerbocker hotel by the Life Agency Managers of Chicago. Assistant managers and supervisors will attend as well as agency heads. There will be morning and afternoon sessions. The Group Supervisors Division of the Chicago Association of Life Underwriters at a meeting Oct. 12 will elect a chairman to succeed George O. Brophy, Metropolitan, whose term will expire.

The Life Agency Cashiers division

will meet Sept. 15, with E. J. Lewis, manager National Life & Accident, as the speaker.

### First Des Moines Meeting Oct. 2

The Des Moines General Agents & Managers Club will hold its first fall meeting season Oct. 2. T. B. Read, Mutual Life, is president.

A golf meet will be held in the afternoon, with a banquet and entertainment in the evening.

### San Antonio Cashiers Elect

The San Antonio Life Office Cashiers Association has elected these officers: Ed Boyce, Aetna Life, president; Mrs. A. W. Moreland, Pacific Mutual Life, vice president; Miss Louise Baker, Connecticut General Life, secretary-treasurer.

## AGENCY NEWS

### Annual Roundup Under Way

SALT LAKE CITY—The "Annual Fall Roundup" between the Wranglers and Rustlers sponsored by Manager J. H. Harrop of the Tri-State Agency of Equitable Society is now underway. The Wranglers represent Montana, Idaho and Oregon and the Rustlers of Idaho, Utah and Nevada. Cow-punching terms and titles for the participants make the contest a colorful affair.

### Hays & Bradstreet Lead

Hays & Bradstreet of Los Angeles, led all agencies of New England Mutual Life in paid-for business in August and rank No. 2 for the entire year.

### Celebrates 70th Anniversary

OMAHA, NEB.—The Omaha agency of Northwestern Mutual Life celebrated its 70th anniversary. Kenneth M. Snyder is general agent. W. H. Lawton was named district agent in 1872.

## POLICIES

### Boston Mutual War Clause Retroactive

The Boston Mutual war clause effective Sept. 2, restricts only three contingencies, one of which is new. Under this clause the company is not liable for death while in service outside the United States and Canada, for death from aviation except as fare-paying passenger on regular air line, or for "death under any circumstances while the insured is engaged in any action hostile to the interests of the United States."

Any provisions of this new clause that are more liberal than those on policies now in force will be considered as applying to such old policies. Thus, the old restrictions on civilian travel outside the U. S., death while in service while within the United States and Canada and restrictions regarding non-combatant services are removed. The new reference to subversive and treasonable acts cannot be applied to old policies without consent of the policyholder and such consent is not being sought.

New settlement options based on 2 percent and 2½ percent interest become effective. This necessitated a change in the maturity value of retirement policies and in the amount of insurance required for family protection plans.

### War Clause Liberalized by Pan-American

A revised war clause is being used by Pan-American Life on policies issued on and after Aug. 17. The new war clause no longer excludes liability when the insured dies as a result of war or any act incident thereto within the con-

## Exceptional Opportunities in Illinois

The 58 year old Franklin Life is engaged in an intensive development program in its home state of Illinois. This means unusual opportunities for capable men and women—preferably with experience.

The advantages to you in representing this Home company (if you live in Illinois) are tremendous. Over 45 million dollars of business in force on 20,000 Illinois lives. Approximately \$400,000 paid in death claims in the state last year. Nearly \$10,000,000 invested in the state, including bonds, mortgages, real estate. Franklin money has built Illinois schools, churches, industries, highways and homes for countless families. Payroll and commission payments in Illinois last year over \$500,000.00.

Our new development program presents rare opportunities through an unusual wartime general agency contract with guaranteed earnings. Exceptionally good territory available.

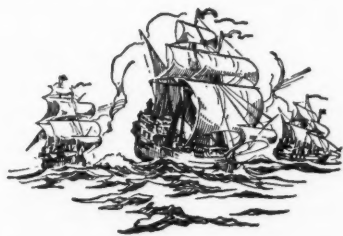
If you are interested in riding to personal success on the Franklin development wave, write for further information to W. L. Dugger, Vice President. All correspondence confidential.

### THE FRANKLIN LIFE INSURANCE COMPANY

Springfield, Illinois

Chas. E. Becker, President

Insurance in Force Exceeds \$230,000,000.00



**"Honestly, It's the Best Policy"**

The Oldest Company in the South writing Ordinary Life Insurance Exclusively . . .

**ATLANTIC**

**LIFE INSURANCE COMPANY**

Home Office . . . RICHMOND, VIRGINIA

tinental United States and Canada. Except for aviation exclusion, the restrictions of the new war clause apply only after the insured leaves the continental United States and Canada. Interest at the rate of 3 percent per annum will be added, under the new war clause, to premiums returned in the event of death under one of the restricted conditions.

The new clause is being attached to all policies issued; to policies reinstated after lapse of more than 60 days (except where the extended insurance runs for five years or more) and to policies changed to a lower premium plan. Except for aviation exclusion, the restrictions of the war clause do not become operative unless the insured dies or is killed while in the military, naval or air service, outside of the United States and Canada.

Effective immediately, the age limit for the acceptance of insurance on the lives of women is raised from 55 to 60 nearest birthday.

### Indianapolis Life New 3% Premium Rates

Indianapolis Life has gone on the American Men 3 percent table and has issued a rate book showing the new premium rates. It also brought out new policies, including life paid up at 65, double protection to 65 and juvenile ordinary life. It has discontinued the life paid-up at 70, 18 payment life and income endowment at age 55. The income endowments at 60 and 65 are retained.

Illustrative premium rates on the new scale per thousand, except as specified, at quinquennial ages are:

Age	Ord. Life	P. U. Life	Dbl. Prot.	20 Yr. Pay	20 Yr. End.	Inc. End.
20	\$18.68	\$19.63	\$33.25	\$27.93	\$49.32	\$27.12
25	20.75	22.13	36.70	30.36	49.57	31.42
30	23.43	25.49	41.33	33.27	50.03	37.10
35	26.96	30.16	47.74	36.85	50.97	44.97
40	31.62	36.85	56.76	41.30	52.65	56.29
45	37.76	46.85	69.81	46.85	55.49	73.45
50	45.88	62.92	89.96	53.92	60.00	102.62
55	56.68	93.45	125.70	63.19	67.06	160.60
60	71.17	....	....	75.80	77.92	....
65	90.90	....	....	93.61	94.55	....

\*15 Yr. Mod. Life \$10,000 (Min. \$5,000).  
†For \$10,000.

The use of the more modern American men 3 percent, New Jersey standard, mortality table results in more equitable distribution of insurance costs, according to E. J. Buddenbaum, assistant actuary.

Material in the rate book has been rearranged for greater convenience of fieldmen. For most plans second year cash values are available, and where disability is granted to women, the rate charged is the same as for men.

New policy forms adopted include a

five year modified life issued in amounts of \$5,000 or more, under which gross premium rate for the first five years is one-half the rate thereafter. The double protection to 65 provides for \$2,000 of insurance to age 65 and \$1,000 paid-up life thereafter.

The new series of contracts does not provide for deduction from death claims of deferred premiums necessary to complete premium payments for the policy year in which death occurs. This provision has been made retroactive to all policies in force where the insured dies on or after Aug. 1, 1942.

## ACCIDENT

### Franklin Heads Commercial Travelers Federation

W. A. Franklin of United Commercial Travelers of Columbus, O., was elected president of the International Federation of Commercial Travelers Insurance Organizations at the annual convention in Quebec. Vice-president is R. E. Pratt, Travelers Health of Omaha, and head of the executive committee is H. E. Trevett, Commercial Travelers Mutual of Utica, N. Y. John Whittemore, Eastern Commercial Travelers of Boston, was reelected secretary-treasurer.

### A. & H. Talks to Medical Students

Lectures on the relation of the physician to the health and accident insurer are regularly presented before the senior class of the medical college of the University of Nebraska at Omaha. Dr. E. L. McQuiddy of the university faculty decided several years ago that practicing physicians should know more of what the insurance company wants in the claim blanks, and why, and that it wouldn't hurt the insurer to get a closer view of the doctor's side of the situation. As a consequence, each class before graduation hears from lecturers on behalf of the institution of health and accident insurance.

Philip E. Horan handles the accident part of the contract, Lee Aitchison the hospital feature and S. C. Carroll the health insurance. All lecturers are on the staff of Mutual Benefit Health & Accident.

### Dinner Honors H. A. Woodward

MILWAUKEE—Associates in Old Line Life gave a testimonial dinner in honor of Harry A. Woodward, who retired as manager of the accident and health department July 1 because of ill health. Mr. Woodward joined the department as an agent in 1915 and became manager in 1925. Herbert R. Adams has since been appointed to succeed Mr. Woodward. Following the dinner, President J. E. Reilly presented Mr. Woodward an engrossed copy of the resolution of appreciation adopted by the directors, and also extolled his long service in developing the accident and health department. James H. Daggett, vice-presi-

dent, was toastmaster. Paul A. Parker, agency director, presented Mr. Woodward a silver plaque set with two dimes, in keeping with the honor guest's favorite pastime of matching dimes with friends.

## C. L. U.

### Miller Is Butler Instructor

Frank A. Miller, Indianapolis manager of the American National, will teach the C. L. U. course at Butler University, taking the place of J. Russell Townsend, Equitable Life, Iowa, who is now in the navy. The first semester begins Sept. 10. Mr. Miller has a legal degree from the Indiana Law School and has had nine years of home office experience.

### Stimulate C. L. U. Interest

NEWARK—Each Newark general agent and manager will be asked to sponsor a member of his agency to take the C. L. U. study course at Newark University, according to plans being formulated by the Newark C. L. U. chapter. Members of the General Agents & Manager Association of Northern New Jersey will attend a luncheon at which the program will be launched. John P. Williams, educational director American College of Life Underwriters, and Laurence Ackerman, Connecticut University, will be invited to speak.

C. L. U. degrees will be presented to seven qualifiers at the luncheon meeting of the Life Underwriters Association of Northern New Jersey in October. Harold Stewart, vice-president Prudential, is expected to make the presentations.

### Open Los Angeles Classes

The Los Angeles C. L. U. chapter will open its classes Sept. 21, with Prof. Floyd Burtchett in charge. A meeting

→ **Build**  
**YOUR OWN AGENCY, OR**  
**BOOST YOUR INCOME . .**

### Here's How:

The Wisconsin National helps you to success and security. It offers a new and attractive life agency plan with a group of select and salable policies—diversified policies—Life, Accident and Health.

Or, you can boost your present income. The Wisconsin National has the policies that will secure increased income for you through new business as well as renewals. Your commissions will be most liberal, supplemented by prompt claim service.

★ For contract and territory in Wisconsin, Illinois, Minnesota, Michigan or Indiana, address Agency Manager.

LIFE ● ACCIDENT  
● HEALTH ●

**WISCONSIN NATIONAL**  
**LIFE INSURANCE COMPANY**  
OSHKOSH, WISCONSIN

## ACTUARIES

### CALIFORNIA

Barrett N. Coates Carl E. Herfurth  
**COATES & HERFURTH**  
CONSULTING ACTUARIES  
622 Market Street 437 S. Hill Street  
SAN FRANCISCO LOS ANGELES

### ILLINOIS

**DONALD F. CAMPBELL**  
and  
**DONALD F. CAMPBELL, JR.**  
Consulting Actuaries and Public Accountants  
35 Years of Service  
166 North La Salle Street, Chicago, Illinois  
Tel. State 1336

### WALTER C. GREEN

Consulting Actuary  
211 W. Wacker Dr. 333 St. Charles Ave.  
Chicago New Orleans  
Franklin 2633 Raymond 0947

### HARRY S. TRESSEL

Certified Public Accountant and  
Actuary  
10 S. La Salle St., Chicago  
Associates  
M. Wolfman, A. A. I. A. Franklin 4038  
N. A. Moravitch, Ph. D.  
L. J. Lally

### INDIANA

### Haight, Davis & Haight, Inc.

Consulting Actuaries  
FRANK J. HAIGHT, President  
Indianapolis—Omaha

### HARRY C. MARVIN

Consulting Actuary  
221 E. Ohio St.  
INDIANAPOLIS, INDIANA

### MISSOURI

### CARROLL E. NELSON

Consulting Actuary  
915 Olive Street, Saint Louis  
Central 3124

### NEW YORK

Established in 1865 by David Parks Fackler  
**FACKLER & COMPANY**  
Consulting Actuaries  
Edward B. Fackler Robert O. Holman  
8 West 40th Street New York City

Consulting Actuaries  
Auditors and Accountants  
**Wolfe, Corcoran and Linder**  
114 John Street, New York, N. Y.

### PENNSYLVANIA

### FRANK M. SPEAKMAN

CONSULTING ACTUARY  
Associate  
E. P. Higgins  
THE BOURSE PHILADELPHIA

### THE OPEN CRACKER BARREL

method of merchandising groceries is replaced by the attractive package method. Alliance Life has replaced "Open Cracker Barrel" sales methods by Modern Attractive Package Presentations. Alliance Agencies which emphasize package selling show greatest increases.

B. T. KAMINS, Agency Director

## ALLIANCE LIFE INSURANCE CO.

Executive Offices  
750 N. MICHIGAN AVE., CHICAGO

### UP-TO-DATE REINSURANCE SERVICE

Life  
Accident  
Disability  
Substandard

R. E. BUTTON, Reins. Secy.



for preliminary organization and enrollment of students will be held Sept. 16. The "nominator system" of selecting students will be followed.

## ASSOCIATIONS

### Insurance Means Much to Man Who "Can Take It"

SAN ANTONIO, TEX.—Ronald Vincent, Travelers manager for southwest Texas, addressed the San Antonio Association of Life Underwriters on "He Could Take It." He stressed the need for a rebirth among life insurance salesmen of an appreciation of the services they render when they sell a prospect life insurance to aid him in reaching his objectives.

He pictured a young American boy of average home surroundings with his dreams and aspirations and told of the reverses which came to the boy when he grew to manhood and passed through the depressions of 1907 and 1930, with the loss of much that he had accumulated. These reverses, however, were used to show that the man could take it and went on to build an adequate insurance program.

**New Castle, Pa.**—W. A. Schauer, unit supervisor Penn Mutual, Pittsburgh, spoke on "Why Insurance?" at the first fall luncheon meeting, Thursday. W. Boyd Barrett, president, presided.

**Butler, Pa.**—Elmer R. Dill, assistant general agent Northwestern Mutual, Pittsburgh, will speak on "The Three P's" at the first fall luncheon meeting Sept. 11. C. S. Shoemaker, president, will preside.

**Minneapolis**—The first fall luncheon meeting will be held Sept. 24. President Ellis Sherman, Penn Mutual, will announce committee appointments and the program for the fall season. Paul Dunnavan, Canada Life, recently elected a trustee of the National association, has resigned as national committeeman and a successor will be elected.

**Los Angeles**—The first forum session Sept. 11, will be devoted entirely to a picture of the Chicago convention of the Association, with Roy Ray Roberts, State Mutual Life; G. A. Satten, Mutual Life, and E. A. Ellis, Pacific Mutual Life, as speakers.

**Chicago**—Dr. Preston Bradley, pastor People's Church, Chicago, will talk on "The Value of Life Insurance" Sept. 29. He will preside at the unveiling of the association's new service flag which bears 81 stars, under each of which appears the embrodered name of the member in service.

An organization meeting of committees was held by President J. H. Brennan. More than 300 members are on the committee. Plans were laid for the year.

**Buffalo**—James E. Rutherford, newly appointed executive vice-president of the National association, will speak at the first fall luncheon meeting Sept. 17.

Another feature of the meeting will be the presentation of Sidney Wetimer, successful candidate as national trustee, whose campaign was handled by Claude C. Jones.

**Akron, O.**—W. C. Preston, general agent, Mutual Benefit Life, was elected executive vice-president succeeding C. L. Allison, Metropolitan Life, who was advanced to the presidency. Mr. Preston has been in the life insurance business for 11 years and has been general agent for Mutual Benefit six years. He was born at South Greenfield, Mo., and graduated from Missouri State University in 1917 with an A. B. degree and also a B. S. degree in physical education.

### Louisiana Companies Organize

For the purpose of dealing with local problems, there has been organized the Louisiana Insurers Conference, to be made up of companies domiciled in Louisiana. Officers are: President, Earl R. Crogue, secretary-treasurer Acme Life; vice-president, Jack Panno, secretary Lamana-Panno-Fallo Life; secretary, Ralph M. Neville, secretary Tharp-Sontheimer Life.

## LEGAL RESERVE FRATERALS

### N.F.C. Sections Give Equitable Reserve Their Programs Shows Fine Gains

Programs of additional section meetings to be held during the annual meeting of the National Fraternal Congress in the Morrison hotel, Chicago, Sept. 28-Oct. 2, were announced this week.

The secretaries' section will meet all day Sept. 29, with Thomas R. P. Gibb, secretary Order of Scottish Clans, in the chair as president. O. A. Kottler, recorder Artisans Order of Mutual Protection, is vice-president and Miss Anna E. Phelan, secretary Women's Catholic Order of Foresters, secretary-treasurer. The program is:

#### Program of Secretaries

Greetings from National Fraternal Congress: T. R. Heaney, president; N. J. Williams, vice-president; F. F. Farrell, manager.

Address, "Open Contract Life Insurance at the End of the War," Walter Basye, editor "Fraternal Age."

Address, "The Wage and Hour Law as It Effects Fraternal Society Employees," Lendon A. Knight, general attorney Royal Neighbors.

Address, "Fraternal Insurance in a Wartime Economy," Mrs. Clara B. Bender, secretary Degree of Honor.

Address, "Inflation as It May Affect Fraternal Societies and Fraternal Insurance," J. D. Reeder, actuary Aid Association for Lutherans.

Round table discussion "Personnel Administration," led by C. L. Biggs, recorder and field director Maccabees and past president N.F.C.

#### Actuaries Meeting

James D. Reeder, actuary Aid Association for Lutherans, president Fraternal Actuarial Association, will preside at a meeting of that allied organization all day Sept. 29. I. W. Smith, A.O.U.W. of North Dakota, is vice-president; Eugene W. Pakes, Woodmen Circle, secretary; James A. Blaha, Woodmen of the World, treasurer, and Miss Frances D. Partridge, secretary Woman's Benefit, is librarian. The program is:

Address, President J. D. Reeder. "The Place of the Actuary in Fraternalism," W. H. MacCurdy, actuary Railwaymen's Relief Association.

"Meeting Cash Demands in Depression Years," M. L. Ridgeway, actuary Equitable Reserve.

Discussion of papers given in previous meetings:

1. Distribution of Surplus, B. N. Coates and Maurice Wolfman, San Francisco.

2. Streamlined By-laws, E. D. Brown, Jr., Chicago.

3. Punch Card Systems, F. C. Stouffer.

4. Valuation of Supplementary Contracts by Attained Age, D. D. Macken, actuary Woodmen of the World, Omaha.

5. Hyperbolic Formula for Cash Values, I. W. Smith, A.O.U.W. of North Dakota.

The State Congresses section also will meet Tuesday with John H. Foley of Los Angeles, president, presiding. The vice-president is J. E. Fogarty of Washington and secretary-treasurer, H. C. Woods, New England. The program is not complete but T. R. Heaney, N.F.C. president; N. J. Williams, vice-president N.F.C., and Mrs. Dora Alexander Talley, president Woodmen Circle, are scheduled to speak. F. F. Farrell, manager N.F.C., will lead a round table discussion.

**Joseph M. Hartmann**, 49, a leading representative in Chicago of Catholic Order of Foresters, died due to a heart attack. He was a part-time representative for many years before going on full time this year, and for 32 years was connected with Liquid Carbonic Company.

Current life insurance sales of Equitable Reserve, Neenah, Wis., again showed a substantial increase in August over last year. The first eight months, there was an increase each month over the corresponding month of last year and in each case the increase has been very substantial.

August sales increased 27 percent over August, 1941. Total new sales the first eight months increased 38 percent over the corresponding period of last year.

President N. J. Williams called attention to the fact that during the last world war life insurance sales showed increases and he predicts that there will also be a substantial increase during this war. Life insurance sales depend a great deal upon payrolls and since there are very large payrolls in the country, the indications are that the sales of life insurance will rise.

### Bradshaw Formulates Nine Ways to Aid War Effort

Nine ways in which fraternalism may be helpful in conducting the fight for democracy were set forth by D. E. Bradshaw, president of Woodmen of the World, Omaha, in an article distributed by the public relations committee of the National Fraternal Congress. He noted that there are 8,000,000 persons in the 101,000 local lodges of fraternal societies in the United States and Canada who can do their share in attaining the objectives which he formulated.

#### Lists Ways to Aid

These are to give comfort to father and mother when son goes to war; to have lodge committees contact the parents; to maintain contact with men in the service by letters and otherwise; to use the lodge meeting place for a school of instruction in patriotism and as a center of community loyalty and war activity; to urge members to volunteer for O.C.D. service and render the fullest cooperation with American Red Cross, USO and similar organizations; to purchase war savings stamps and bonds to the limit of ability; to accept graciously the necessity for a lowered standard of living; to open lodge halls for service men's recreation if near military camps, under direction of the USO; to urge fraternal groups to contribute liberally to the nearest blood bank; not to impart any information that might give comfort to the enemy nor to make destructive criticism during the war, of either civil or military officials, but to "recognize and combat vicious propaganda, refuse to listen to rumors, and report to authorities any evidences of sabotage."

"We must preserve the legacy that is ours, a legacy assured by the founding fathers, and consecrated on a hundred battle fields," Mr. Bradshaw concluded. "This means 100 percent concentration of the power of our own group with all other Americans in the successful prosecution of this war."

### Mrs. Gray Heads Nebraska Group of Woodmen Circle

Mrs. Carolyn Gray of Omaha was elected president of Woodmen Circle state organization in Nebraska at the annual convention held in Lincoln. Mrs. Dora Alexander Talley, national presi-

dent, was installing officer. She conducted several lodge clinics.

Other state officers elected included: Vice-president, Emma Wilson, Omaha; secretary, Ruth Beckman, Omaha; treasurer, Hazelle Beam, Omaha. Mrs. Ruth Marhenke, Lincoln, outgoing president, and Mrs. Marie Olsen, Omaha, were named representatives to the supreme convention.

### Missouri Congress Session

The Missouri Fraternal Congress will hold its annual meeting at Kansas City Oct. 8-9. E. A. Olsen, Woodmen of the World, is president.

## RECORDS

**Indianapolis Life**—August new paid business was 42 percent ahead of August, 1941. July paid was 26.8 percent ahead. For the year to Sept. 1, new business is 23.1 percent ahead. The five leading states in volume of new business are Indiana, Illinois, Texas, Ohio and Michigan. The average production per man has shown a substantial increase over the same period a year ago. The gain of insurance in force for 1942 to date exceeds \$5,200,000 and has brought the total in force to approximately \$125,700,000.

**Beneficial Life**—Business has increased more than 30 percent so far this year and it expects to pass the \$100,000,000 mark in insurance in force by Nov. 22, 86th birthday of President Heber J. Grant.

**Volunteer State Life**—New business written increased for August 19 percent as contrasted with the same month a year ago. Agency paid-for business for August exceeded that of the same month last year by 7 percent. The largest September production in many years is anticipated.

**American Mutual Life**—A 22 percent gain in new paid business was made during August, the fifth consecutive monthly gain in 1942. R. M. Threlkeld, Sr., Cedar Rapids general agent led in personal production. Waterloo led the general agencies followed by the Cedar Rapids, Ia.; Omaha, Minneapolis and Chicago agencies.

R. N. McCord, who recently resigned as Los Angeles general agent of Columbian National Life, has entered personal production with the Harold D. Leslie agency of Northwestern National Life.

## The A. O. U. W. of North Dakota

THE PIONEER OF FRATERNAL  
LEGAL RESERVE SOCIETIES

Provides All Popular Forms of  
Life and Disability Insurance

A True Fraternal and a Mutual  
Life Insurance Association

Home Office—Fargo, N. D.

### THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society

Bina West Miller  
Supreme President

Frances D. Partridge  
Supreme Secretary

Port Huron, Michigan

## INSURANCE MEN IN ARMED SERVICES

**Delong H. Monahan**, financial secretary of Provident Mutual Life, has obtained leave of absence to enter the armed services. He is commissioned as a captain and is temporarily stationed in Washington, D. C. He was born in Pawtucket, R. I., and is a graduate of Dartmouth College. He also studied at the Amos Tuck School of Administration & Finance. Before joining Provident he had experience with the New England Telephone & Telegraph Company and was with several firms as investment counsel.

**Sidney Salomon, Jr.**, associate agency manager Equitable Society in St. Louis, has been commissioned a second lieutenant in the army air force and will leave Sept. 16 for Miami, Fla. After finishing the officers' training course there he will be stationed at Nashville. Mr. Salomon is 32, entered the life insurance business in 1929 following his graduation from Culver Military Academy. This is his sixth consecutive year as a member of the Million Dollar Round Table. Since 1936 he has been the leading producer in St. Louis for Equitable and for several years has been a member of Equitable's Million Dollar Agency Club.

**Lt. (J.G.) R. K. Holden** of the navy, former sales promotion manager of **Columbian National Life**, has been transferred from Washington, D. C., to Caracas, Venezuela, as assistant to the naval attaché there. While in Washington, he completed a course at the naval intelligence school.

**Lt. (J.G.) J. A. Kelly** of the navy, formerly in the legal department of **Columbian National**, has been transferred from Puerto Rico to the naval operations base at Guantanamo Bay in Cuba.

**Lt. W. L. Davis, USA**, formerly with the actuarial department of **Columbian National**, has been promoted to captain and is now aide to Brigadier-General Blood with headquarters in Boston.

Four more men associated with **Franklin Life** have left for active service. **W. L. Corhn**, Rotan, Tex., agent, and **Byron Aldrich**, of the home office investment department have started training with the Civil Aeronautics Authority. **Peter C. Gaa**, supply department, and **Jack Jenkins**, new business department, are in the navy.

**Don Coates**, publisher of the "Insurance News Graphic" of Dallas, has been sworn into the marine corps as an enlisted specialist. He served with the marines in the first world war.

**A. Mason McNeill** of Provident Mutual Life Paret Agency in Camden, N. J., and Philadelphia has been commissioned a lieutenant in the navy.

**John Raymond** of Mutual Benefit Life's renewal home office department, has entered the army air corps technical school at Kessler Field, Miss.

**Laurence B. Cook**, assistant cashier and paymaster of Berkshire Life at Pittsfield, Mass., has enlisted and gone to Camp Devens in Massachusetts.

**Albert H. Cox**, supervisor Massachusetts Mutual Life's Lowenstein Agency, in St. Louis since 1939, has been commissioned a captain in the army air force and has reported to Miami Beach, Fla., for training. He will later be sta-

tioned in San Antonio, Tex. He served in the navy one and one-half years in the first war and in 1934 he joined Massachusetts Mutual in St. Louis as a personal producer.

**Victor A. Lutnicki**, assistant counsel of the American Life Convention, has been commissioned as a lieutenant (j. g.) in the naval reserves and has been assigned to aviation duty. He volunteered his services last March and is now awaiting orders to report for a 60 day officer indoctrination course. Mr. Lutnicki has been with the American Life Convention since 1938 and has been assistant counsel since 1939. He has had military training and flying experience.

**Myron Wright**, who has been actuary of Boston Mutual Life, has joined the armed forces. The work in the actuarial department is being carried on by Assistant Actuary Earl Keene, who has been with Boston Mutual for six years.

**Stockton Boyd** of the Oregon Mutual Life home office agency has been appointed specialist first class in the navy.

**Second Lieut. Rufus E. Fort, Jr.**, former National Life & Accident official, who has been head of the army aviation cadet recruiting service in Nashville since March, has been transferred to the headquarters of Fourth Service Command at Atlanta.

**Floyd R. Miller**, formerly with Guarantee Mutual Life of Omaha has received a captain's commission in the army and has been transferred to Des Moines, where he will be in charge of army recruiting in Iowa.

**Henry C. Martens**, general agent in St. Paul of Provident Mutual Life for several years, has received a captain's commission in the marines and was guest at a luncheon in his honor given by general agents and managers of St. Paul. Mr. Martens was a captain of marines in the first world war.

## Problem of Interned Assured

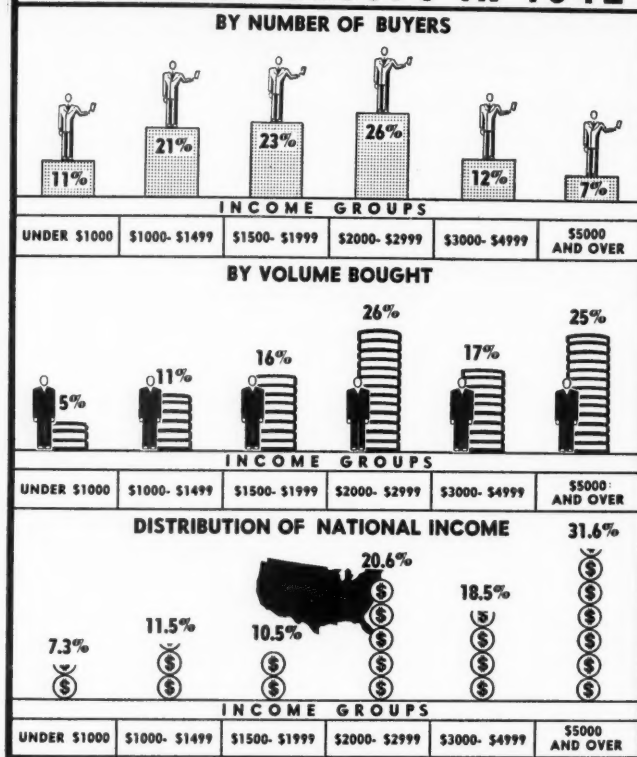
(CONTINUED FROM PAGE 3)

many, Austria and Hungary during the last war.

These provisions held that life insurance contracts entered into with persons who subsequently became enemies, the insured or his representative had the right at any time within 12 months after the treaties went into effect to claim from the insurer the surrender value of the policy as of the date of lapse or within three months from the treaty's effective date to restore the contract on payment of back premiums with interest. The treaties also provided that in cases where contracts had been entered into by a local branch of an insurance company established in a country which subsequently became an enemy such contracts would be governed by local law in the absence of any stipulation to the contrary in the contract itself.

In his paper delivered at the 1942 special conference of the Life Office Management Association, **George M. Selser**, executive vice-president of

## ORDINARY LIFE INSURANCE SALES BY INCOME GROUPS IN 1942



United States Life, pointed out that if provisions similar to those which were applied to policyholders of enemy status in the last war should be applied to all policyholders in enemy-occupied territory during this war the result would have the effect of granting free insurance to those policyholders who did not reinstate their policies for one reason or another.

"To require all companies operating in such territory to bear war extra mortality costs in cases where the policyholders have died, reinstate policies regardless of the policyholders' then state of health, and pay cash surrender values as of the date of nonpayment of premium in cases where the policyholders do not reinstate, would most probably work a severe hardship on them and possibly impair their financial condition," Mr. Selser stated in his paper. "Certain it is that some decisions

would be unfair to the companies involved."

## Big Increase for Group Insurance

(CONTINUED FROM PAGE 1)

standing back of the war worker and his family."

Mr. Parkinson said that in the Equitable, the originating company, all forms of group protection recorded sharp advances in 1942. Group life insurance has increased more than \$210,000,000 since Jan. 1, 1942 to a volume in the Equitable alone of in excess of \$2,950,000,000, protecting some 1,750,000 certificate holders in 2,350 employing companies.

## THE DOMINION LIFE ASSURANCE COMPANY



Do you know about our BUDGET PLAN? With it

you can create an estate with your first \$5 monthly premium

**DETROIT**  
2724-6 Union Guardian Bldg.  
F. W. SIMPSON, Manager

**LANSING**  
800-801 Olds Tower Bldg.  
ROY G. NOWLIN, Manager

ESTABLISHED 1889 — HEAD OFFICE — WATERLOO — ONTARIO

✓ Check the POINTS OF EXTRA PROTECTION

## Continental American LIFE INSURANCE COMPANY

WILMINGTON, DELAWARE

A. A. Rydgren, President

Max S. Bell, Agency Vice President

## 84 Years of Steady Growth Makes for Confidence in the Future

**MONUMENTAL LIFE INSURANCE COMPANY**  
Home Office—Baltimore, Md.



# Sales Ideas and Suggestions

## Partnership Arrangement Is Explained by Royal

Aaron Royal, statistician of Travelers, Philadelphia, discussed partnership business interests and close corporation stocks in the advanced underwriting school which is conducted once a week under auspices of the Delaware Association of Life Underwriters.

He presented the essential problems arising out of the death of a partner in a partnership firm. Such a death causes immediate dissolution of the partnership by law.

"There are but four alternatives open to the surviving partner's liquidation of the business, which terminates their jobs, or reorganization in one of four ways," Mr. Royal said. "First, the survivors may sell their interests to the heirs of the deceased partner, which again terminates their jobs. Second, they may take in a stranger who will buy the deceased's shares; third, they may take the heirs of the deceased partner into the business; finally, they may buy the share of the deceased partner from his heirs, thus retaining control of the business for themselves."

### Fourth Plan Is Superior

There are serious difficulties in connection with the first three alternatives, which he termed as almost impossible of satisfactory solution. The final alternative, a plan under which the surviving partners would purchase the deceased's interests, was set forth as being the most logical answer to the situation.

To carry out such a plan, according to Mr. Royal, requires a binding agreement between the various partners, made while they are living, under which each agrees to sell his share to the survivors at his death and the survivors in turn agree to purchase the deceased's share at a specified price or at a price to be determined by a specified method.

Each partner should set up a sinking fund for himself to build the necessary cash to enable him to carry out his part of the agreement should one of the other partners die. Life insurance was conclusively proved to be the best possible means through which such a sinking fund may be built.

### Tells Main Idea to Sell

The essential idea to be sold to the members of a partnership is the necessity for an agreement and sinking funds to support it, for if this is established firmly in the minds of the partners, life insurance policies become automatically

the ideal sinking funds. Moreover, this method of apportionment leaves the way open to go back to other methods of building such sinking funds, through annuity contracts and the like, should one of the partners prove uninsurable, with the minimum risk of such a development causing the whole partnership insurance plan to be given up.

Mr. Royal cautioned underwriters to stick to the simplest A B C terms while dealing with partnership cases, for, he said, "basically, the problem is simple—why complicate it with a lot of controversy over technical points such as premium payments, ownership of the insurance, and so on."

### Offers Recommendation

He recommended each partner buy insurance on the life or lives of the other partner or partners, owning this insurance himself, and having it paid to him in event of the death of the person or persons insured. An agreement setting up a business insurance trust with an impartial trustee was suggested as the ideal plan, but Mr. Royal urged that this simple principle be observed whether a trustee is used or not.

The close corporation was described as essentially an "incorporated partnership," the two major differences being limited liability of stockholders and perpetual life of the corporation. On the other hand, according to Mr. Royal, the death of a close corporation stockholder raises practically the same problems as the death of a partner. In this situation while the firm still can operate and go on under the law, an automatic reorganization takes place, in which the estate of the deceased stockholder steps in as the owner and voter of his stock.

### Buy-and-Sell Agreement

Mr. Royal declared this reorganization was similar to that facing the partnership, which he described previously, and pointed out that the same alternatives would be presented to the surviving stockholders as to surviving partners. Tracing through these alternatives in the same logical manner, Mr. Royal recommended essentially the same basic type of buy-and-sell agreement, with life insurance as the ideal sinking fund to provide the means of clearing it out.

W. B. Stormfeltz, presided, and O. D. Collins, Jr., chairman education committee, was in charge of arrangements.

## Iowa Agent Explains Plan of Selling to Farmers

DAVENPORT, IA.—One of the successful agents in Iowa in the matter of selling rural life insurance is L. T. Sloane of Davenport, agent of Central Life of Des Moines.

In a recent discussion of farm selling at a sales congress he gave three answers why he should sell the farmer.

1. He has the need for insurance.
2. He can pass for insurance. "I've never had one turned down," Mr. Sloane said.
3. If he ever had the money to pay for it, he has it now, with cattle and hogs at the price they are today.

Mr. Sloane calls on the wife of the

farmer, first, because women buy about 90 percent of everything sold today and, second, women will talk more than men giving needed information. Usually he tries to give them something, a calendar, financial statement of the company, or lately an etching of General MacArthur. He then attempts to make an appointment with the husband, usually at night or for some rainy day.

When he calls to make the interview he presents a definite plan to the farmers. It may be a savings plan, it may be a mortgage plan, or it may be an education plan.

Objections are offered and Mr. Sloane

pointed out the most common ones are: "I don't have insurance and I don't believe in it, or my dad didn't have any and he got along all right."

The best answer to these objections, Mr. Sloane claims, is to give an illustrated case. Here is one with which he gets good results:

"Mr. Doe, you do believe in life insurance, because Mrs. Doe told me you had 100 acres of land, all paid for."

"At \$100 per acre you have \$10,000 of

insurance, call it what you may, but if you were to pass away your wife would have an income for life of at least \$50 per month after the taxes and upkeep were paid, by renting the farm at \$7 per acre."

He congratulates the farmer on having this amount of insurance and then explains that his wife can have an additional income or ready cash through the taking out of additional life insurance protection.

## Works from Known to Unknown Cincinnati Agent Gets His Business by Making Number of Daily Calls

More than 800 weeks of continuous weekly production, without even the customarily allowed two weeks vacation, is a record of which any life underwriter would justifiably be proud. While obviously this kind of a job can not be done without hard work, the interesting question is just how can an underwriter get started on such a pace and continually maintain it. Such is the record of A. M. Boex, associate general agent of Equitable of Iowa in Cincinnati. So effectively has he organized his selling methods that last year he paid for 86 cases, 19 of which he got by mail from out of town clients in response to correspondence with them at the time of premium payments.

### Works from Known to Unknown

Mr. Boex started in life insurance Oct. 11, 1926, and sold two contracts the first day—one on the life of the girl he later married and the other one to her younger brother that evening. This second sale on his first day probably indicates the key to his long success, because right there he began building up his prospect list by working from the known to the unknown. He is still following this plan. Before entering the business Mr. Boex was executive secretary of the National Council of Catholic Men in Cincinnati. By using his acquaintanceship in this organization, he began to cultivate those he knew by doing every possible special personal service for them that he could—always being on the alert to enlarge his list of friends in this particular field. Very soon he was started on the consecutive weekly record, now so long maintained.

Analyzing this getting started period, which has now resulted in his clientele of over 350 Catholic priests, all over the United States, large numbers of army men, numerous children of policy holders and now many in the defense worker field, Mr. Boex feels that personal friendly contacts, careful checking of all newspapers for changes in station of life, and special efforts to solicit only at the right time constitute the key to his unusual record.

### Makes Many Calls in Day

He makes from 10 to 14 calls a day, including three to five calls in the evening at home finding these evening calls, if properly made, very effective because his prospects are relaxed and away from the pressure of their jobs. Evening calls for business should be made only by appointment with the purpose clearly understood, he finds, to avoid the prospect feeling you are taking advantage of his hospitality. This, Mr. Boex says, is most important.

Those closely associated with Mr. Boex point out that in his prospecting, when he gets on a committee for instance, he immediately becomes favor-

ably known by actually doing not only a good job but much more than would be expected of him. A good entertainer, he specializes in the little kindnesses of life that people like.

### Carries Canvassing Documents

With him, practically constantly, he carries his personal canvassing documents which consist very largely of pictures and lists of his many clients, letters from them and combined photographs of both the policy and the death claim check of his own cases where policyholders have died. He uses this demonstration of life insurance in action to assist him in giving many stories of motivating human interest.

Obviously, there is no great secret to his record. All his methods can be used by most anyone because he sells entirely on the basis of simple human needs and merely works from one prospect to another, but, he does it systematically and continuously day in and day out and several nights a week too. In addition to personal work, Mr. Boex uses thousands of birthday greeting cards, blotters, congratulatory and condolence messages and special messages as premiums are paid.

## Widow Virtually Can't Get Social Security Benefits Without Life Insurance

Giving a prospect information about his benefits under the social security act is one of the best ways to "warm" him up, R. D. Danielson, assistant Illinois director State Farm Life, pointed out at his company's managers conference. He told how he accompanied an agent on a call and the prospect was decidedly antagonistic. The agent and Mr. Danielson started to talk social security benefits and in three minutes the prospect was not only interested but he called in a friend to listen.

Mr. Danielson points out that social security benefits virtually can't be collected by the widow unless her husband leaves some life insurance. Although this is not actually in the law, the law does state that the benefits will not be paid if the wife remarries or becomes gainfully employed. To drive this point home, Mr. Danielson takes the minimum amount of income the prospect's family must have to exist and subtracts from it the social security benefit. Unless the prospect provides for this difference through life insurance his wife will either have to remarry or go to work to support her family which in turn would deprive her of the social security benefits.

When the prospect is through listening, you must be through talking.

## Watching the Home Front

Life Insurance Salesmen Have a Duty to Keep the Cottage Hearth Well Lighted

By A. W. TOMPKINS

Agency Vice-president State Farm Life

Since Pearl Harbor every good American has been anxious to do his part in bringing to a successful conclusion the elimination of Hitlerism and the forces of destruction which are abroad in the world today. Life underwriters are no exception. They fully appreciate the contribution which they have made to the American way of life through the sale of life insurance. They have observed and experienced the benefits and blessings of a great democracy at first hand. They have enjoyed the opportunity of building in a land of freedom the institution of life insurance which has done much to establish freedom from want and freedom from fear.

Life underwriters were among the first to promote the sale of war bonds. They are giving freely of their time in serving on committees and making plans for increased sales.

### Watching the Home Front

Protecting the home front today in no wise precludes but rather makes more imperative the sale of life insurance. Even though it behooves every individual to do his bit in the war effort he should not be permitted to feel that he has fully discharged his responsibility by purchasing war bonds and serving in civilian defense activities. Today the same as yesterday he wants food, clothing and shelter for his loved ones. He wants his children educated. He wants his debts liquidated when he dies. He wants an income in his old age. He wants economic security and freedom from want and fear.

Our government has decided that an important project in protecting the home front is to curb inflation and prevent a rising spiral of prices. One means of accomplishing this is to influence people to invest a larger proportion of their incomes in life insurance and war bonds.

### What Premium Dollars Do

Qualified underwriters are fully aware that life insurance premiums are being turned into government bonds to beat Hitler and the Japs. They know that premium dollars are building airplanes, ships, guns, tanks and the implements of war. Prior to Pearl Harbor they never dreamed these premiums would be needed temporarily to save all the precious thing of life. Life insurance policies sold in peace time to protect the home, today provide our Government with funds to protect the nation in time of war.

The national income during 1942 may reach the staggering total of 110 billion dollars. Wages have risen 34 percent above 1939 levels while living expenses are up 13 percent. It is estimated that by next year there will be ten billion dollars less goods on retailer's shelves. What does this mean? Isn't it a wonderful opportunity for life underwriters to more efficiently protect the home front and in

addition render a worthwhile contribution to winning the war?

The dollar invested in life insurance today does double duty—first it protects the individual and second it assists his nation to provide the sinews for successful warfare.

### Must Exercise Skill

A life underwriter cannot capitalize upon the present opportunity for increased sales of life insurance unless he exercises the skill in selling required in the past. He cannot spend his hours idly discussing the progress or lack of progress in the war effort, listening to the radio and reading the newspapers and expect business to flow to him. He cannot wait expectantly for his home office or manager to figure out an easy, sure-fire way to get production, but rather he must continue to prospect, make the approach, tell his selling story, answer objections and motivate for the close.

To my mind the biggest job an underwriter has today is to master his own mental attitude. War, price ceilings, gasoline rationing, priorities, the scarcity of tires, increased taxes and a multitude of other problems tend to disturb every one of us and impair our efficiency.

### Best Service to Render

Every life underwriter can well afford to repeat to himself every morning these words of Brig. Gen. Lewis B. Hershey, national director of selective service:

"Until the government decides it needs you, you can best serve your country by remaining calm and doing the job in which you are now engaged to the limit of your capabilities thus promoting and furthering our national efficiency."

General Hershey is talking about the right mental attitude when he says, "... by remaining calm." You and I can remain calm by refusing to worry about what may happen six months or a year from now, by directing our attention to the problems confronting us today and then doing something to solve these problems. Each of us have definite responsibilities. By discharging these responsibilities optimistically, energetically, skillfully, and enthusiastically we will not only master our mental attitudes but also find our work easier and our success greater.

### American Spirit—Will to Win

In protecting the home front we must never forget the American spirit—the will to win. It is this spirit which has enabled the United States to become the greatest of all nations. Americans don't like being whipped. When General Stilwell and his men were run out of Burma by the Japs, he said, "We got the h— beat out of us and I want to go back and find out the reason why." The principle of value received has characterized our actions both as a nation and as individuals. The life underwriters have made a real impact upon the thinking of our people. Life insurance has become an integral part of their lives. Today's task is not more difficult but rather more important. War has not lessened the

needs for insurance—war has intensified these needs.

The life underwriters must be true to the day's work. MacArthur of Bataan has captured the imagination of men the world over. How has he done this? Only by being true to the day's work.

You and I—in our own places—can be

as big as Douglas MacArthur, field marshal of the Philippine army. In order to do this we must do as he did. We must stake out our job, do our duty, be loyal to our task, and spend our strength and talents without stint. We can do this by utilizing a driving self-discipline and by being loyal to the day's work.

## Agents Need to Get a Firm Grip on Themselves Today

Joseph N. Latiano, district manager of the Mutual Life of New York at Ellwood, Pa., a successful producer, believes that while life insurance men are working in troubled times, if they fail to get business it is not so much due to the times as to their own mental attitude.

"When the war clause was placed in our contracts by our company in December, 1941, during January I kept making myself think that the bottom had dropped out of everything and there was no more life insurance to be written," he said. "But I finally took hold of myself and decided, as long as people die too soon, live too long, and become disabled, we still have the only contract that takes care of all these risks. I started out to call on people the same as I had previously done and found out we can still sell life insurance."

"My prospects are secured from my old policyholders, centers of influence, newspapers, lists of names, and personal observation. My belief is that prospecting is one of the most important parts of our work if we expect to stay in this business. I have no particular one group that I get my prospects from but I do have a diversified prospect file."

"In regard to defense workers, I have not made any effort to concentrate on that type of prospect as I believe the majority of them, although they are

making more money than they ever made, are not large insurance buyers and never will be. I don't mean to insinuate that I am not writing defense workers, as I am. I find the monthly premium idea to work very well with this group as a monthly premium does not look as large to them as a premium on the annual basis. I believe we should be very careful in writing the ordinary defense worker too large a policy for the reason that when this boom is over much of the insurance will lapse; for this reason I have recommended to this client a smaller case and I have advised him to pay several premiums in advance."

"I have found through experience that the best prospect and the person who buys the largest average amount of insurance is the man past 30 years, who has a family, and is somewhat settled in his mode of living. The best approach that I have found for this type of prospect is the monthly income idea to his family and, of course, the retirement values to him when he becomes too old to work."

"Another field that I am spending a lot of time in right now is juvenile insurance. Not only does this give us business now but business to look forward to in the future, and at the same time gives us an entree to talk insurance to the bread winner of the family." These ideas have proved successful for Mr. Latiano.

## As Seen from a Premium Payer

Edwin L. Neilson of Cincinnati, vice-president American Oak Leather Company of that city, who was formerly a director of the Columbia Life of Cincinnati and is interested in insurance as a purchaser, states that while he is beyond the age of a buyer now he still maintains his interest in the business. He says:

"In the past few years my contacts with insurance salesmen have been confined to the consideration of some more or less special services offered. I can say that the men who have contacted me impressed me as superior in intelligence and knowledge of their business, as compared with the average salesman of life insurance."

"It is my general impression that the technique of selling life insurance has shown considerable improvement due in

part to better training of salesmen together with more and better information furnished salesmen by the insurance companies. A more receptive attitude on the part of prospective buyers of insurance has helped the effectiveness of sales effort."

"The only suggestions I would feel justified in offering have to do with factors most essential to successful sales effort. They include: Presentable appearance, full knowledge of the various types of policies available, as much foreknowledge as possible to obtain, regarding the prospect's circumstances, family, etc.; intelligent choice of the type of insurance which would appear to best fit the needs of the prospect; tactful but persistent sales effort."

### THOMAS H. STEERS

Office Planning and Methods Consultants

for  
LIFE, FIRE AND CASUALTY INSURANCE COMPANIES  
Conway Building  
Chicago, Illinois

### Reveille to VICTORY

"Good morning, 7 o'clock" awakens you from a nap-resting sleep on an inner-spring mattress in noise-proofed, air-conditioned room at...

HOTEL Mayfair ST. LOUIS  
Over 50% of all rooms \$3.75 or less single



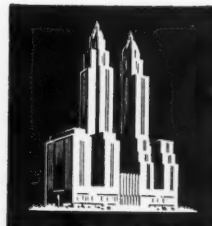
## PROPERTY MANAGEMENT

### ENGEL REALTY COMPANY

Realtors & Insurers

MANAGEMENT SALES  
LEASES APPRAISALS  
BIRMINGHAM, ALABAMA

### It's a Waldorf Policy



Much more for little more is an accepted Waldorf policy. You pay no premium for unusually large rooms, skillful service, the finest of food. Your comfort is assured at all times. Men in the insurance business find only one liability about The Waldorf...they are tempted to stay too long.

### THE WALDORF-ASTORIA

PARK AVENUE • 49TH TO 50TH • NEW YORK





New officers were elected by the Los Angeles Quarter Million Dollar Round Table at its first fall meeting. They are seated in the front row with the retiring officers: Rockwood Nelson, State Mutual, vice-president; Ed. Johns, John Hancock, past secretary-treasurer; Hal Van Cleve, Massachusetts Mutual, president; George Quigley, New England Mutual, past president; Bob Fyke, Occidental, secretary; Ivan Flipse, Union Central, treasurer; and Fred Duckett, Northwestern Mutual, president Los Angeles Association of Life Underwriters.

Top row: James Smith, Massachusetts Mutual; Paul Fassoth, Howard Neal and Dick Baker, all Mutual Benefit; Dan Brigham, Northwestern Mutual; Al. Ruben, Mutual Benefit.

Middle row: Morris Sichel, Massachusetts Mutual; Art. Fuller, Occidental Life; Carl Mayes, John Hancock; Roy Sheldon, Equitable of Iowa; John Curtis, Massachusetts Mutual; Dan Flynn and George Decker, Penn Mutual; Barry Stephens and Ed. Neisser, Massachusetts Mutual.



Officials of Royal Neighbors of Rock Island, Ill., present a check for \$21,163 donated by the society's 6,000 camps to the Red Cross blood plasma campaign. George A. Uhlmeier, Rock Island, chairman Red Cross chapter, accepts check from Mrs. Grace W. McCurdy, the society's head; Miss Erna M. Barthel, recorder, signing check and Dr. Hada M. Carlson, supreme physician.



Alexander E. Patterson (left), executive vice-president Mutual Life of New York, hands the first fingerprinting records of Mutual Life employees to Robert K. Christenberry, director War Identification Bureau. Mutual Life is one of the first large companies to cooperate with the bureau in making special facilities for fingerprinting available to employees. Mr. Patterson stated that the great majority of the employees are voluntarily cooperating in the program.



F. W. Hubbell, president Equitable Life of Iowa, being congratulated by V. L. Clark, Iowa director of war bond sales, for the 100 percent response of Equitable employees to the 10 percent payroll deduction war bond purchase plan.



Leroy A. Lincoln, president of Metropolitan Life (at right) turned over part of the 410 typewriters Metropolitan is selling the government to Phillip M. McCullough, regional WPB deputy director. The ceremony took place at the Metropolitan home office. Metropolitan's contribution is the largest made to date by any American business concern.

"... It certainly made me feel proud ..."

Mr. O. J. Arnold  
President, Northwestern National Life Insurance Co.  
Minneapolis, Minnesota

Dear Mr. Arnold:

Thank you so much for the nice letter. I certainly enjoyed hearing from you, and receiving the "Silhouette" was a very pleasant surprise. Reading it will help keep me in contact with the Company.

It certainly made me feel proud to see that my name, along with those of other Northwestern National employees, is on the Service Roll plaque. I am feeling well and this army life is really toughening me up physically. Living out in the open is doing wonders for the men here. Our sixth week of training is drawing to a close.

Letter from Pvt. C. Bradford Dunn  
Camp Robinson, Arkansas



**WE'RE** mighty proud of you, Brad, and of the scores of other men from NwNL's home office and agency organization who are serving their country in the armed forces. Compared with the very real sacrifices you are making, our part in this war here on the home front seems small. Yet we know we have a very heavy responsibility toward you and your comrades-in-arms—we're in a partnership to hasten victory—and we are doing our level best to discharge that responsibility.

NwNL's agents in their daily work are strengthening America on the home front by making her homes secure and by combating inflation. Many of them, too, are selling War Bonds, and taking part in civilian defense activities. Your former associates at the home office are doing their bit by conserving and salvaging vital materials, working for the Red Cross, and helping with civilian defense. All

of us are living economically and working hard. Also, I'm sure you will be pleased to learn that each and every NwNL employee is backing you up by voluntarily buying War Bonds under the Company's pay roll savings plan for an amount aggregating better than 10 per cent of pay roll. Since Pearl Harbor NwNL has invested many millions of dollars in U. S. Government Bonds, increasing its net investment in Governments by \$4,685,843 to a new high total of \$32,486,805 (35.7% of assets).

Though we're not making any ships or planes or guns directly, some of the things we're doing are, as you can see, helping make the ships and planes and guns possible. You can bet we'll continue to do those things to the best of our ability until we can welcome you back to your job.

*O. J. Arnold*

**NORTHWESTERN National LIFE**  
INSURANCE COMPANY

O. J. ARNOLD, President



MINNEAPOLIS, Minn.